



TRUEFITT & HILL

EST. 1805 • ST. JAMES'S • LONDON

PRODUCT INFORMATION INDEX 2024



TRUEFITT & HILL

EST. 1805 • ST. JAMES'S • LONDON

## LEGAL NOTICE

This manual is disclosed to licensees and operators ("Operators" or "you") strictly on the basis that it is proprietary and confidential to Truefitt & Hill (Gentlemen's Grooming) Limited ("Truefitt & Hill"). It constitutes a part of the master license, store operator, non-disclosure or other agreement (as applicable) (the "Relevant Agreement") pursuant to which it is disclosed. It is subject to, and governed by, the Relevant Agreement's provisions, including, without limitation, its confidentiality, intellectual property and consequences of termination clauses. Its use is exclusively by permission only to Operators and it contains private and proprietary information.

It is explicitly prohibited to make any part of this manual available to any other person or entity in any form whatsoever without the prior and express written permission of Truefitt & Hill, save to the extent permissible pursuant to the Relevant Agreement and then subject to and under its confidentiality provisions.

Unauthorised use, copying of, perusal or dissemination of this manual constitutes an unlawful action and is a breach of the terms of this legal notice and/or of the Relevant Agreement and is actionable.

Truefitt & Hill's rights are reserved in this respect.







## PRODUCT CATEGORY BENEFITS

1. The ideal lubricating properties of our formulations provide for a superior razor glide which helps to prevent irritation and cuts.
2. Our formulations allow for a very close yet comfortable shave.
3. They give full and complete control over the lather to provide a layer of 'cushion' on the skin of just the right consistency and thickness to give the closest and least irritating shave possible.
4. The correct consistency of lather ensures that it lifts and supports hairs at a right-angle to the skin, ensuring that the hair lies in the best position for the blade to cut, thus preventing hairs from being matted to the skin during shaving (i.e. lying flat against the skin, which prevents the hair from being cut at the correct angle and which in turn causes irritation and ingrown hairs).
5. Our formulations do not contain alcohol or menthol.
6. They have superior moisture and heat retention.

## APPLICATION

1. The most optimal way to apply shaving cream is with the use of a badger hair shaving brush. Due to their ability to hold moisture and heat, badger hair shaving brushes do the most effective job at whipping the shaving cream into the right consistency of lather to support the lifted hairs at the right angle to the skin. The hairs are lifted by the lathering process, which also prevents hairs from being matted against the skin (i.e. lying flat against the skin which prevents the hair from being cut at the correct angle and which in turn causes irritation and ingrown hairs).
2. In addition to lifting the hairs, the circular lathering action of the badger/synthetic hair shaving brush also provides a gentle pre-exfoliation of the skin, as well as massaging the skin, which increases blood circulation. Furthermore, it opens up and cleanses the pores and helps to tone the skin.
3. All of the above helps to loosen any dead skin cells, oil and dirt build up which coats the skin, allowing for a better shave and it will also help to prevent skin irritation.
4. When using a shaving brush, it's always important to let it rest in warm water for a few minutes prior to using the shaving cream as it allows the badger hairs to retain more moisture and to ultimately assist in creating a perfect lather.



## NOTES

## 1805 SHAVING CREAM

### PACKAGING

**BOWL**  
**TUBE**

### RRP (INDIA)

**3,200 INR**  
**2,100 INR**

### SIZE

**190gm 6.7oz.**  
**75gm 2.6oz.**

### ISRC / BARCODE

**682940000342**  
**682940000540**

### FRAGRANCE STORY

The inspiration for this exciting blend was derived from an original formulation dating back to the late 1850s, when Truefitt's offered a service of making up exclusive fragrances for various Regiments and prominent institutions, as well as other persons of eminent status. The resultant fragrances had names evoking the glorious British past of Victoria's reign and amongst them one would find rich fougères such as 'The Choice of the Rifle Brigade', 'The Favourite of the Royal Artillery', 'Jockey Club Bouquet', 'The Royal London Yacht Club Bouquet' or 'Knickerbocker Nosegay', as well as the delicately fragranced 'Palmerston Bouquet' which was specially blended for Viscount Palmerston, one of Queen Victoria's Prime Ministers. This blend was to inspire Truefitt's modern fragrance, 1805.

The recipe for 'Palmerston Bouquet' lay unused for over a century and only in 1998 was it brought back to be reformulated and reorchestrated. 1805 was finally launched in 1999, a fragrance commemorating the year in which William Francis Truefitt opened his salon doors for the first time and thus established a business that was successfully to carry on for the next two centuries and beyond. 1805's original formulation may well have been blended by the skilful hands of the founder's grandson, Henry Truefitt, however its successful reorchestration is now responsible for its unmistakably modern signature scent and its undoubted popularity.

### SELLING POINTS

- All product category benefits apply
- Contains bergamot oil which holds anti-bacterial and anti-inflammatory properties
- The acidic content of citrus fruits will help in acting as an agent to cut through oily skin

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Stearic Acid, Myristic Acid, Potassium Hydroxide, Coconut Acid, Glycerin, Parfum (Fragrance), Triethanolamine, Sodium Hydroxide, Methylparaben, Propylparaben, Butylphenyl Methylpropional, Limonene, Linalool, Hydroxyisohexyl 3-Cyclohexene, Carboxaldehyde, Benzyl Salicylate, Eugenol, Citronellol, Geraniol.

### FRAGRANCE DESCRIPTION

Fresh and oceanic, 1805 has top notes of bergamot, mandarin and cardamom, combined with a lavender, geranium and clary sage heart resting on a sandalwood, cedarwood and musk base.

### DIRECTIONS FOR USE

- Wet face with warm water. Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth. Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm



## NOTES

## TRAFALGAR SHAVING CREAM

### PACKAGING

**BOWL**  
**TUBE**

### RRP (INDIA)

**3,200 INR**  
**2,100 INR**

### SIZE

**190gm 6.7oz.**  
**75gm 2.6oz.**

### ISRC / BARCODE

**682940000014**  
**682940000533**

### FRAGRANCE STORY

Trafalgar owes its name to one of the most celebrated naval engagements in European history - the Battle of Trafalgar. This famous maritime confrontation took place off Cape Trafalgar, on the southern coast of Spain, on 21st October 1805, the very day on which William Francis Truefitt established his business. The battle pitted a British fleet of 27 ships, under the command of Admiral Horatio Nelson, against a larger combined fleet of France and Spain. Nelson's bold battle strategy ensured that 20 French and Spanish ships had been destroyed or captured, while not a single British vessel was lost.

The overwhelming British victory destroyed Napoleon's plan to invade England and helped to secure British Naval supremacy for years to come. The British however suffered almost 1500 casualties, amongst them Britain's hero, Admiral Nelson, who was mortally wounded. This captivating, spicy yet fresh wood fragrance, which is both daring and sophisticated, was created for men who, very much like the hero of Trafalgar, tackle life's little problems with great gusto!

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Stearic Acid, Myristic Acid, Potassium Hydroxide, Coconut Acid, Glycerin, Parfum (Fragrance), Triethanolamine, Sodium Hydroxide, Methylparaben, Propylparaben, Limonene, Linalool, Eugenol, Citral.

### FRAGRANCE DESCRIPTION

Trafalgar reveals its distinguished heritage with top notes of cedar and sandalwood complemented by subtle base notes of jasmine, spice musk and vetiver.

### SELLING POINTS

- All product category benefits apply
- Contains cedarwood oil which is reputed to guard the skin against environmental pollutants and toxins
- The natural oils within the woody fragrance act as an agent for dry skin, helping to replenish the skin and to create more moisture
- Suitable for dry skin

### DIRECTIONS FOR USE

- Wet face with warm water. Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth. Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm



## NOTES

## WEST INDIAN LIMES SHAVING CREAM

### PACKAGING

**BOWL**  
**TUBE**

### RRP (INDIA)

**3,100 INR**  
**2,100 INR**

### SIZE

**190gm 6.7oz.**  
**75gm 2.6oz.**

### ISRC / BARCODE

**682940000243**  
**682940000564**

### FRAGRANCE STORY

Since Christopher Columbus discovered the West Indies and claimed them for Spain in 1492, the Spaniards and later the Danes, Dutch, English and French, gained great wealth from sugar and tobacco grown in the West Indies and took delight in the native exotic fruits, plants and also spices for their unusual fragrances. The delicate, but powerful fragrance emitted from the leaves, flowers and citrus fruits encouraged their use in a variety of infusions and soon became popular in the Royal Courts of Europe and England. Truefitt's first citrus fragrances were originally formulated in the 1870s and quickly became the favourite of Queen Victoria as well as the gentleman and ladies of her Court.

The Imperial Bouquet, especially blended for Queen Victoria by Truefitt's perfumers in 1876 to celebrate her crowning as Empress of India, was in fact a floral fougère with zesty and exotic top notes of citrus and orange blossom, from which the present day West Indian Limes fragrance has evolved. This enchanting fragrance was reorchestrated in 1989 with great success, making it one of Truefitt's most popular, classic scents, which to this day remains a favourite with British Royalty.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Stearic Acid, Myristic Acid, Potassium Hydroxide, Coconut Acid, Glycerin, Triethanolamine, Limonene, Parfum, Citral, Sodium Hydroxide, Linalool, Methylparaben, Propylparaben, Geraniol, Citronellol, C1 19140, C1 42090.

### FRAGRANCE DESCRIPTION

A refreshing, effervescent and zesty fragrance, in which lively top notes of lime, verbena and bergamot are combined with a heart of lavender, orange blossom and clove and a powdery base note.

### SELLING POINTS

- All product category benefits apply
- Contains Limonene which has strong antioxidant benefits
- The acidic content of citrus fruits will help in acting as an agent to cut through oily skin

### DIRECTIONS FOR USE

- Wet face with warm water. Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth. Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm



## GRAFTON SHAVING CREAM

### PACKAGING

**BOWL**  
**TUBE**

### RRP (INDIA)

**3,200 INR**  
**2,100 INR**

### SIZE

**190gm 6.7oz.**  
**75gm 2.6oz.**

### ISRC / BARCODE

**682940000298**  
**682940000557**

### FRAGRANCE STORY

Grafton is another fragrance whose name is intertwined with and inspired by the rich naval tradition of Britain. This classical, woody fragrance with spicy oriental notes was named to commemorate a long line of HMS Grafton battleships. The completion of the first HMS Grafton ship in 1679 marked the beginning of a lengthy and noble history for a long line of ships that have borne that name and have served throughout the world since the 17th century to the present day.

The name 'Grafton' was given to Truefitt's newly blended fragrance in 1983 at the suggestion of one of HMS Grafton's officers who, while being attended to by a Truefitt's barber, particularly liked this unmistakably masculine fougère aroma and suggested that the new fragrance be named after the gracious line of HM battleships.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Stearic Acid, Myristic Acid, Potassium Hydroxide, Coconut Acid, Glycerin, Parfum (Fragrance), Triethanolamine, Sodium Hydroxide, Methylparaben, Propylparaben, Linalool, Citronellol, Butylphenyl Methylpropional, Hexyl Cinnamal, Limonene, Alpha-Isomethyl Ionone.

### FRAGRANCE DESCRIPTION

A sophisticated fragrance for men of distinction that has top notes of lavender, lemon and basil, a heart of wood, cedar, incense and rose, and a base of patchouli, sandal, tonka, amber and musk.

### NOTES

### SELLING POINTS

- All product category benefits apply
- Patchouli oil's active chemical components contribute to its therapeutic benefits that give it the reputation of being grounding, soothing and peace-inducing
- The acidic content of citrus fruits will help in acting as an agent to cut through the oily skin
- Suitable for dry skin

### DIRECTIONS FOR USE

- Wet face with warm water. Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth. Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm



## SANDALWOOD SHAVING CREAM

### PACKAGING

**BOWL  
TUBE**

### RRP (INDIA)

**3,200 INR  
2,100 INR**

### SIZE

**190gm 6.7oz.  
75gm 2.6oz.**

### ISRC / BARCODE

**682940005521  
682940005538**

### FRAGRANCE STORY

Top notes of lemon and bergamot give a perfect finishing touch and artfully combine for a sublime and rich cologne. This fresh update for a subtle classic has quickly become one of the most popular fragrances for the modern gentleman.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Stearic Acid, Myristic Acid, Potassium Hydroxide, Coconut Acid, Glycerin, Parfum (Fragrance), Triethanolamine, Sodium Hydroxide, Methylparaben, Propylparaben, Citronellol, Coumarin, Limonene, Linalool.

### FRAGRANCE DESCRIPTION

Launched in 2011, this sophisticated and refined fragrance for today's man is firmly anchored with soft base notes of sandalwood, tonka and cedarwood, while delicate middle accords of lavender and jasmine blend easily with a fruity twist of pineapple and melon to add a sparkle of freshness to this vibrant scent.

### NOTES

### SELLING POINTS

- All product category benefits apply
- Sandalwood oil has anti-inflammatory, anti-microbial and anti-proliferative properties
- Suitable for dry skin
- Modern and sophisticated scent

### DIRECTIONS FOR USE

- Wet face with warm water. Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth. Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm



## APSLEY SHAVING CREAM

### PACKAGING

**BOWL**  
**TUBE**

### RRP (INDIA)

**3,700 INR**  
**2,400 INR**

### SIZE

**190gm 6.7oz.**  
**75gm 2.6oz.**

### ISRC / BARCODE

**682940004319**  
**682940004395**

### FRAGRANCE STORY

This distinctive and captivating fragrance celebrates the spirit of men that inspires them to always achieve their personal greatness in whatever it is that they choose to do and it is named with one of Truefitt's past patrons in mind – the 1st Duke of Wellington, one of England's most esteemed sons, whose name conjures up the image of determination, sophistication and selfless courage. It is with the gentlemen who aspire to these values in mind, that Truefitt's Apsley fragrance was launched.

Apsley Cologne, named after the iconic London landmark and former residence of the 1st Duke of Wellington, has been formulated to ignite the senses with a refined blend of smouldering woods accentuated by light citrus notes. Apsley epitomises the quintessential English gentleman and its enduring name links the past with the free spirit of a modern age.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Stearic Acid, Myristic Acid, Potassium Hydroxide, Coconut Acid, Glycerin, Parfum (Fragrance), Triethanolamine, Sodium Hydroxide, Methylparaben, Propylparaben, Limonene, Hydroxycitronellal, Citronellol, Hexyl Cinnamal, Linalool, Butylphenyl Methylpropional.

### FRAGRANCE DESCRIPTION

The harmonious overtones of woody vetiver are lifted with a refreshing essence of grapefruit and are accentuated by notes of pepper, while its heart of cedarwood and patchouli, which has been enriched by sensual notes of musk, gives an alluring base to this captivating fragrance.

### NOTES

### SELLING POINTS

- All product category benefits apply
- Vetiver essential oil is known to be a deeply hydrating moisturiser that firms, tightens and protects the skin against the harsh effects of environmental stressors
- The natural oils within the woody fragrance act as an agent for dry skin, helping to replenish the skin and to create more moisture
- Suitable for dry skin

### DIRECTIONS FOR USE

- Wet face with warm water. Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth. Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm



## NOTES

## ULTIMATE COMFORT SHAVING CREAM UNSCENTED

### PACKAGING

**BOWL**  
**TUBE**

### RRP (INDIA)

**3,300 INR**  
**2,500 INR**

### SIZE

**190gm 6.7oz.**  
**75g 3.48oz.**

### ISRC / BARCODE

**682940100035**  
**682940100042**

### FRAGRANCE STORY

These high performance products incorporating modern scientific advances with authentic formulations, were developed to be relevant to the needs of the contemporary male.

They are formulated using the latest technology to deliver the most ease and comfort in use and utilise delicate, natural fragrance oils in order to prevent irritation, whilst catering for the most sensitive skin types. The sophisticated formulas are designed to achieve maximum results and a professional finish.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Stearic Acid, Myristic Acid, Potassium Hydroxide, Coconut Acid, Glycerin, Triethanolamine, Lavandula Angustifolius (Lavender) Oil, Sodium Hydroxide, Linalool.

### FRAGRANCE DESCRIPTION

This unscented shaving cream with glycerin is alcohol and fragrance free – perfect for sensitive skin. It contains a medley of essential oils inclusive of lavender which is a gentle antiseptic to help soothe and heal the skin.

### SELLING POINTS

- All product category benefits apply
- Alcohol and fragrance free which makes it perfect for sensitive skin
- Contains a medley of essential oils inclusive of lavender which is a gentle antiseptic to help soothe and heal the skin
- It produces a moisturising, richly lubricating lather which offers superior razor glide and comfort ensuring an extremely close yet comfortable shave with no irritation

### DIRECTIONS FOR USE

- Wet face with warm water. Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth. Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm





## AUTHENTIC No.10 FINEST SHAVE CREAM

### PACKAGING

**BOWL**

### RRP (INDIA)

**1,700 INR**

### SIZE

**200ml 7.0oz.**

### ISRC / BARCODE

**682940010013**

### FRAGRANCE STORY

The No. 10 range has been formulated with a younger market in mind and despite its high performance properties, it is positioned at a lower price point to act as an introductory product offering. Although also glycerin-based, its formula contains fewer essential oils than any other Truefitt & Hill shaving cream, which explains the lower price point. It is enriched with willow bark, borage oil, meadow foam seed oil, sweet almond oil and olive oil to moisturise and rehydrate the skin.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Stearic Acid, Myristic Acid, Potassium Hydroxide, Coconut Acid, Glycerin, Triethanolamine, Olea Europaea (Olive) Fruit Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Borago Officinalis Seed Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Salix Nigra (Willow) Bark Extract, Parfum (Fragrance), Tetrasodium EDTA, Sodium Hydroxide, Linalool, Limonene, Phenethyl Alcohol, Caprylyl Glycol.

### FRAGRANCE DESCRIPTION

A delicate and sophisticated citrus-based fragrance.

### NOTES

### SELLING POINTS

- All product category benefits apply
- Enriched with willow bark, borage oil, meadow foam seed oil, sweet almond oil and olive oil to moisturise and rehydrate the skin
- Parabens, alcohol and sulphate-free
- Perfect for sensitive skin as it also produces a rich lather for a smooth and comfortable shave
- It is complimented by a delicate yet mainly citrus-based fragrance

### DIRECTIONS FOR USE

- Wet face with warm water. Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth. Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm



## AUTHENTIC No.10 SENSITIVE SHAVE GEL

### PACKAGING

**TUBE**

### RRP (INDIA)

**1,300 INR**

### SIZE

**125ml 4.2oz.**

### ISRC / BARCODE

**682940010020**

### FRAGRANCE STORY

The No. 10 range has been formulated with a younger market in mind and despite its high performance properties, it is positioned at a lower price point to act as an introductory product offering. Although also glycerin-based, its formula contains fewer essential oils than any other Truefitt & Hill shaving cream, which explains the lower price point. It is enriched with willow bark, borage oil, meadow foam seed oil, sweet almond oil and olive oil to moisturise and rehydrate the skin.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Disodium Laureth Sulfosuccinate, Glycerin, Cocamidopropyl Betaine, Glycereth-26, Triethanolamine, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Parfum (Fragrance), Aloe Barbadensis Leaf Juice, Borago Officinalis Seed Oil, Salix Nigra (Willow) Bark Extract, PEG-18 Glyceryl Oleate/Cocotate, Hexylene Glycol, Sodium Benzoate, Citric Acid, Sodium Sulfite, Potassium Sorbate, PEG-14M, Disodium EDTA, Magnesium Nitrate, Methylchloroisothiazolinone, Magnesium Chloride, Methylisothiazolinone, Sodium Chloride, Limonene, Linalool.

### FRAGRANCE DESCRIPTION

A delicate and sophisticated citrus-based fragrance.

### NOTES

### SELLING POINTS

- All product category benefits apply
- Helps reduce inflammation, redness and swelling as it calms and soothes irritated skin
- Rich formulation helps reduce razor burn for a closer yet gentler shave
- Enriched with willow bark, borage oil and aloe vera to provide optimum results
- Free of parabens, alcohol and sulphates and as such it is perfect for younger, sensitive skin

### DIRECTIONS FOR USE

- Wet face with warm water. Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth. Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm



## NOTES

---

---

---

---

---

---

---

---

## MAYFAIR SHAVING CREAM

### PACKAGING

**BOWL**  
**TUBE**

### RRP (INDIA)

**4,400 INR**  
**2,800 INR**

### SIZE

**190gm 6.7oz.**  
**75gm 2.6oz.**

### ISRC / BARCODE

**682940011379**  
**682940011386**

### FRAGRANCE STORY

MAYFAIR, the latest addition to Truefitt & Hill's fragrance collection, plays true to tradition as it captures and celebrates the essence of what it means today to be an individual of great taste with panache and passion for life. In many ways the fragrance tells a multitude of unique stories epitomising what the historic area of Mayfair means to different individuals – ultimately all of whom have one thing in common - this is their reality, this is their Mayfair. MAYFAIR opens with fresh notes of lemon and mandarin, whilst a herbal whisper of rosemary and bergamot mingles unexpectedly with a honeyed twist of neroli. A subtle note of musk grounds and completes this irresistible fragrancet

### INGREDIENTS AS LISTED ON PACKAGING

This blend employs notes from our Mayfair Cologne, such as lemon and mandarin, with a herbal whisper of rosemary and bergamot ending with a honeyed twist of neroli and musk that will complement your morning routine wonderfully.

### FRAGRANCE DESCRIPTION

A modern interpretation of colognes of the past, Mayfair opens with fresh notes of lemon and mandarin, whilst an herbal whisper of rosemary and bergamot mingles unexpectedly with a honeyed twist of neroli. A subtle note of musk grounds and completes this irresistible scent.

### SELLING POINTS

- All product category benefits apply
- Contains bergamot oil which holds anti-bacterial and anti-inflammatory properties
- The acidic content of citrus fruits will help in acting as an agent to cut through oily skin

### DIRECTIONS FOR USE

- Wet face with warm water. Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth. Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm



## PRODUCT CATEGORY BENEFITS

1. Truefitt & Hill's luxurious shaving soaps are renowned for their fine quality and provide a perfect, smooth shave every time
2. Provides more hydration for whiskers to be cut easily. Shaving soaps help remove natural oils from whiskers and skin, providing the means for water to more thoroughly penetrate the facial hairs. When whiskers are more hydrated, the razor is able to cut them without pulling.
3. Provides lubrication which allows for a sharper blade and closer shave.
4. Not as moisturising as the Truefitt & Hill shaving creams, our shaving soaps are therefore ideal for gentlemen with an oily complexion.
5. Refills are available for all fragrances.

## APPLICATION

1. A shaving brush is a necessity when using shaving soap. Place your brush in warm water for a few minutes to ensure it is thoroughly soaked and then place the brush upside down to allow any excess water to drain out. Do not wring the brush out as this will make it too dry and damage the knot.
2. To load the brush, rub it against the shaving soap in a circular motion. Press just hard enough so that the bristles become splayed and fully covered in soap.
3. Start building the lather by swirling the brush either in a bowl, Truefitt & Hill shaving mug or directly onto your face. If you're doing it in a bowl or shaving mug, you may want to add just a few drops of warm water to it first.
4. Once the brush is coated in soap, apply to the face and ensure all bristles are coated.



## LUXURY SHAVING SOAP

### PACKAGING

**BOWL**  
**REFILL**  
**MUG**

### RRP (INDIA)

**3,700 INR**  
**2,200 INR**  
**1,500 INR**

### SIZE

**99gm 3.49oz.**  
**99gm 3.49oz.**  
**57gm 2.01oz.**

### ISRC / BARCODE

**682940000427**  
**682940000434**  
**682940003145**

### FRAGRANCE STORY

William Francis Truefitt first established his gentlemen's hairdressing and perfumery business in 1805, the year of Nelson's victorious battle fought at Cape Trafalgar.

Our gentlemen's toiletries are carefully blended with natural and discreet fragrances to stimulate, soothe and refresh the skin. Many of our fine preparations have been formulated for over 200 years and are still sold to the nobility, whose families have been aware of Truefitt & Hill's tradition as purveyors of excellence throughout the generations.

### INGREDIENTS AS LISTED ON PACKAGING

Sodium Palmate, Potassium Palmate, Aqua, Potassium Stearate, Potassium Palm Kernelate, Sodium Cocoate, Glycerin, Sodium Stearate, Sodium Palm Kernelate, Parfum, Palm Kernel Acid, Titanium Dioxide, Sodium Chloride, Tetrasodium Etidronate, Pentasodium Pentetate, Sodium Gluconate, Tetrasodium EDTA, Linalool, Coumarin, Limonene, Geraniol, Citronellol.

### FRAGRANCE DESCRIPTION

This traditional lavender scented shaving soap is renowned for its majestic quality. Its rich, luxurious lather provides you with a closer, smoother shave.

### NOTES

### SELLING POINTS

- All product category benefits apply
- The glycerin-based luxurious hard shaving soap is renowned for its fine quality to give a perfect, smooth shave

### DIRECTIONS FOR USE

- Soak your shaving brush in warm water to soften the bristles
- Swirl vigorously over the surface of the soap ensuring the bristles are properly covered
- Apply evenly to face



## NOTES

.....

.....

.....

.....

.....

## 1805 SHAVING SOAP

### PACKAGING

**BOWL**  
**REFILL**

### RRP (INDIA)

**3,500 INR**  
**2,200 INR**

### SIZE

**99gm    3.49oz.**  
**99gm    3.49oz.**

### ISRC / BARCODE

**682940018057**  
**682940018064**

### FRAGRANCE STORY

The inspiration for this exciting blend was derived from an original formulation dating back to the late 1850s, when Truefitt's offered a service of making up exclusive fragrances for various Regiments and prominent institutions, as well as other persons of eminent status. The resultant fragrances had names evoking the glorious British past of Victoria's reign and amongst them one would find rich fougères such as 'The Choice of the Rifle Brigade', 'The Favourite of the Royal Artillery', 'Jockey Club Bouquet', 'The Royal London Yacht Club Bouquet' or 'Knickerbocker Nosegay', as well as the delicately fragranced 'Palmerston Bouquet' which was specially blended for Viscount Palmerston, one of Queen Victoria's Prime Ministers. This blend was to inspire Truefitt's modern fragrance, 1805.

The recipe for 'Palmerston Bouquet' lay unused for over a century and only in 1998 was it brought back to be reformulated and reorchestrated. 1805 was finally launched in 1999, a fragrance commemorating the year in which William Francis Truefitt opened his salon doors for the first time and thus established a business that was successfully to carry on for the next two centuries and beyond. 1805's original formulation may well have been blended by the skilful hands of the founder's grandson, Henry Truefitt, however its successful reorchestration is now responsible for its unmistakably modern signature scent and its undoubted popularity.

### SELLING POINTS

- All product category benefits apply
- Contains bergamot oil which holds antibacterial and anti-inflammatory properties
- The acidic content of citrus fruits will help in acting as an agent to cut through oily skin

### INGREDIENTS AS LISTED ON PACKAGING

Sodium Palmate, Potassium Palmate, Aqua, Potassium Stearate, Potassium Palm Kernelate, Sodium Cocoate, Glycerin, Sodium Stearate, Sodium Palm Kernelate, Parfum, Palm Kernel Acid, Titanium Dioxide, Sodium Chloride, Tetrasodium Etidronate, Pentasodium Pentetate, Sodium Gluconate, Tetrasodium EDTA, Limonene, Butylphenyl Methylpropional, Linalool, Hydroxyisohexyl 3-Cyclohexene, Benzyl Benzoate, Eugenol.

### FRAGRANCE DESCRIPTION

Fresh and oceanic, 1805 has top notes of bergamot, mandarin and cardamom, combined with a lavender, geranium and clary sage heart resting on a sandalwood, cedarwood and musk base.

### DIRECTIONS FOR USE

- Soak your shaving brush in warm water to soften the bristles
- Swirl vigorously over the surface of the soap ensuring the bristles are properly covered
- Apply evenly to face



## NOTES

## SANDALWOOD SHAVING SOAP

### PACKAGING

**BOWL**  
**REFILL**

### RRP (INDIA)

**3,700 INR**  
**2,200 INR**

### SIZE

**99gm 3.49oz.**  
**99gm 3.49oz.**

### ISRC / BARCODE

**682940005545**  
**682940018074**

### FRAGRANCE STORY

Top notes of lemon and bergamot give a perfect finishing touch and artfully combine for a sublime and rich cologne. This fresh update for a subtle classic has quickly become one of the most popular fragrances for the modern gentleman.

### INGREDIENTS AS LISTED ON PACKAGING

Sodium Palmate, Potassium Palmate, Aqua, Potassium Stearate, Potassium Palm Kernelate, Sodium Cocoate, Glycerin, Sodium Stearate, Sodium Palm Kernelate, Parfum, Palm Kernel Acid, Titanium Dioxide, Sodium Chloride, Tetrasodium Etidronate, Pentasodium Pentetate, Sodium Gluconate, Tetrasodium EDTA, Citronellol, Coumarin.

### FRAGRANCE DESCRIPTION

Launched in 2011, this sophisticated and refined fragrance for today's man is firmly anchored with soft base notes of sandalwood, tonka and cedarwood, while delicate middle accords of lavender and jasmin blend easily with a fruity twist of pineapple and melon to add a sparkle of freshness to this vibrant scent.

### SELLING POINTS

- All product category benefits apply
- Sandalwood oil has anit-inflammatory, antimicrobial and anti-proliferative properties
- Suitable for dry skin
- Modern and sophisticated scent

### DIRECTIONS FOR USE

- Soak your shaving brush in warm water to soften the bristles
- Swirl vigorously over the surface of the soap ensuring the bristles are properly covered
- Apply evenly to face





## PRODUCT CATEGORY BENEFITS

1. These non-oily formulations aid the skin's renewal process following a shave.
2. They do not leave any oily residue on the skin but absorb quickly and effectively to deliver moisture to the dermis, leaving the skin feeling smooth, soft and supple.
3. Due to their light formulation our aftershaves will not clog the pores.
4. Hydrating, refreshing and soothing to the skin.
5. Using an aftershave balm is integral to achieving the perfect shave as it also protects the newly shaven skin from environmental pollution and resulting damage.
6. Alcohol-free to ensure there is no burning sensation on application.
7. Assists in healing nicks and cuts.





## NOTES

---

---

---

---

---

---

## TRAFALGAR AFTERSHAVE BALM

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**5,300 INR**

### SIZE

**100ml 3.38 fl.oz.**

### ISRC / BARCODE

**682940000205**

### FRAGRANCE STORY

Trafalgar owes its name to one of the most celebrated naval engagements in European history - the Battle of Trafalgar. This famous maritime confrontation took place off Cape Trafalgar, on the southern coast of Spain, on 21st October 1805, the very year in which William Francis Truefitt established his business. The battle pitted a British fleet of 27 ships, under the command of Admiral Horatio Nelson, against a larger combined fleet of France and Spain. Nelson's bold battle strategy ensured that 20 French and Spanish ships had been destroyed or captured, while not a single British vessel was lost.

The overwhelming British victory destroyed Napoleon's plan to invade England and helped to secure British Naval supremacy for years to come. The British however suffered almost 1500 casualties, amongst them, Britain's hero, Admiral Nelson, who was mortally wounded. This captivating, spicy yet fresh wood fragrance, which is both daring and sophisticated, was created for men who, very much like the hero of Trafalgar, tackle life's little problems with great gusto!

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (water), Isopropyl Myristate, Stearic Acid, Glycerin, Propylene Glycol, Triethanolamine, Aloe Barbadensis Leaf Juice, Lanolin, Parfum (Fragrance), Phenoxyethanol, Sodium PCA, Cetearyl Alcohol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Methylparaben, Allantoin, Ethylparaben, Butylparaben, Linalool, Limonene, Propylparaben, Geraniol, Citral, Citric Acid, Potassium Sorbate, Sodium Benzoate, Isoeugenol.

### FRAGRANCE DESCRIPTION

Trafalgar reveals its distinguished heritage with top notes of cedar and sandalwood complemented by subtle base notes of jasmine, spice musk and vetiver.

### SELLING POINTS

- All product category benefits apply
- Contains cedarwood oil which is reputed to guard the skin against environmental pollutants and toxins

### DIRECTIONS FOR USE

Apply a small amount of aftershave balm into the hands and gently massage into the face and neck area after shaving.



## NOTES

## 1805 AFTERSHAVE BALM

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**5,300 INR**

### SIZE

**100ml 3.38fl.oz.**

### ISRC / BARCODE

**682940000359**

### FRAGRANCE STORY

The inspiration for this exciting blend was derived from an original formulation dating back to the late 1850s, when Truefitt's offered a service of making up exclusive fragrances for various Regiments and prominent institutions, as well as other persons of eminent status. The resultant fragrances had names evoking the glorious British past of Victoria's reign and amongst them one would find rich fougères such as 'The Choice of the Rifle Brigade', 'The Favourite of the Royal Artillery', 'Jockey Club Bouquet', 'The Royal London Yacht Club Bouquet' or 'Knickerbocker Nosegay', as well as the delicately fragranced 'Palmerston Bouquet' which was specially blended for Viscount Palmerston, one of Queen Victoria's Prime Ministers. This blend was to inspire Truefitt's modern fragrance, 1805.

The recipe for 'Palmerston Bouquet' lay unused for over a century and only in 1998 was it brought back to be reformulated and reorchestrated. 1805 was finally launched in 1999, a fragrance commemorating the year in which William Francis Truefitt opened his salon doors for the first time and thus established a business that was successfully to carry on for the next two centuries and beyond. 1805's original formulation may well have been blended by the skilful hands of the founder's grandson, Henry Truefitt, however its successful reorchestration is now responsible for its unmistakably modern signature scent and its undoubted popularity.

### SELLING POINTS

- All product category benefits apply
- Contains bergamot oil which holds antibacterial and anti-inflammatory properties

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (water), Isopropyl Myristate, Stearic Acid, Glycerin, Propylene Glycol, Triethanolamine, Aloe Barbadensis Leaf Juice, Lanolin, Parfum (Fragrance), Phenoxyethanol, Sodium PCA, Cetearyl Alcohol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Methylparaben, Allantoin, Ethylparaben, Butylparaben, Propylparaben, Citric Acid, Potassium Sorbate, Sodium Benzoate, Sodium Sulphate, Butylphenyl Methylpropional, Limonene, Linalool, Benzyl Salicylate, Eugenol, Citronellol, Geraniol, Citral.

### FRAGRANCE DESCRIPTION

Fresh and oceanic, 1805 has top notes of bergamot, mandarin and cardamom, combined with a lavender, geranium and clary sage heart resting on a sandalwood, cedarwood and musk base.

### DIRECTIONS FOR USE

Apply a small amount of aftershave balm into the hands and gently massage into the face and neck area after shaving.



## NOTES

.....

.....

.....

.....

.....

## WEST INDIAN LIMES AFTERSHAVE BALM

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**5,300 INR**

### SIZE

**100ml 3.38 fl.oz.**

### ISRC / BARCODE

**682940000250**

### FRAGRANCE STORY

Since Christopher Columbus discovered the West Indies and claimed them for Spain in 1492, the Spaniards and later the Danes, Dutch, English and French, gained great wealth from sugar and tobacco grown in the West Indies and took delight in the native exotic fruits, plants and also spices for their unusual fragrances. The delicate, but powerful fragrance emitted from the leaves, flowers and citrus fruits encouraged their use in a variety of infusions and soon became popular in the Royal Courts of Europe and England. Truefitt's first citrus fragrances were originally formulated in the 1870s and quickly became the favourite of Queen Victoria as well as gentleman and ladies of her Court.

The Imperial Bouquet, especially blended for Queen Victoria by Truefitt's perfumers in 1876 to celebrate her crowning as Empress of India, was in fact a floral fougère with zesty and exotic top notes of citrus and orange blossom from which the present day West Indian Limes fragrance has evolved. This enchanting fragrance was reorchestrated in 1989 with great success, making it one of Truefitt's most popular, classic scents, which to this day remains a favourite with British Royalty.

### SELLING POINTS

- All product category benefits apply
- Contains Limonene which has strong antioxidant benefits

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (water), Isopropyl Myristate, Stearic Acid, Glycerin, Propylene Glycol, Triethanolamine, Aloe Barbadensis Leaf Juice, Lanolin, Parfum (Fragrance), Phenoxyethanol, Sodium PCA, Cetearyl Alcohol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Methylparaben, Allantoin, Ethylparaben, Butylparaben, Linalool, Limonene, Propylparaben, Citronellol, Geraniol, Citral, Citric Acid, Potassium Sorbate, Sodium Benzoate.

### FRAGRANCE DESCRIPTION

A refreshing, effervescent and zesty fragrance, in which lively top notes of lime, verbena and bergamot are combined with a heart of lavender, orange blossom and clove and a powdery base note.

### DIRECTIONS FOR USE

Apply a small amount of aftershave balm into the hands and gently massage into the face and neck area after shaving.



## NOTES

---

---

---

---

---

---

## GRAFTON AFTERSHAVE BALM

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**5,300 INR**

### SIZE

**100ml 3.38fl.oz.**

### ISRC / BARCODE

**682940000304**

### FRAGRANCE STORY

Grafton is another fragrance whose name is intertwined with and inspired by the rich naval tradition of Britain. This classical, woody fragrance with spicy oriental notes was named to commemorate a long line of HMS Grafton battleships. The completion of the first HMS Grafton ship in 1679 marked the beginning of a lengthy and noble history for a long line of ships that have borne that name and have served throughout the world since the 17th century to the present day.

The name 'Grafton' was given to Truefitt's newly blended fragrance in 1983 at the suggestion of one of HMS Grafton's officers who, while being attended to by a Truefitt's barber, particularly liked this unmistakably masculine fougère aroma and suggested that the new fragrance be named after the gracious line of HM battleships.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (water), Isopropyl Myristate, Stearic Acid, Glycerin, Propylene Glycol, Triethanolamine, Aloe Barbadensis Leaf Juice, Lanolin, Parfum (Fragrance), Phenoxyethanol, Sodium PCA, Cetearyl Alcohol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Methylparaben, Allantoin, Ethylparaben, Butylparaben, Linalool, Limonene, Propylparaben, Citronellol, Geraniol, Citric Acid, Potassium Sorbate, Sodium Benzoate, Butylphenyl Methylpropional, Hexyl Cinnamal, Alpha-Isomethyl Ionone, Coumarin, Eugenol, Cinnamal.

### FRAGRANCE DESCRIPTION

A sophisticated fragrance for men of distinction that has top notes of lavender, lemon and basil, a heart of wood, cedar, incense and rose, and a base of patchouli, sandal, tonka, amber and musk.

### SELLING POINTS

- All product category benefits apply
- Patchouli oil's active chemical components contribute to its therapeutic benefits and give it the reputation of being grounding, soothing and peace-inducing

### DIRECTIONS FOR USE

Apply a small amount of aftershave balm into the hands and gently massage into the face and neck area after shaving.





## SANDALWOOD AFTERSHAVE BALM

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**5,300 INR**

### SIZE

**100ml 3.38fl.oz.**

### ISRC / BARCODE

**682940005514**

### FRAGRANCE STORY

Top notes of lemon and bergamot give a perfect finishing touch and artfully combine for a sublime and rich fragrance. This fresh update for a subtle classic has quickly become one of the most popular fragrances for the modern gentleman.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (water), Isopropyl Myristate, Stearic Acid, Glycerin, Propylene Glycol, Triethanolamine, Aloe Barbadensis Leaf Juice, Lanolin, Parfum (Fragrance), Phenoxyethanol, Sodium PCA, Cetearyl Alcohol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Disodium Lauriminodipropionate Tocopheryl Phosphates, Methylparaben, Allantoin, Ethylparaben, Butylparaben, Limonene, Propylparaben, Citronellol, Geraniol, Citric Acid, Potassium Sorbate, Sodium Benzoate, Sodium Sulfite, Benzoic Acid, Coumarin, Eugenol, Dehydroacetic Acid, Citral, Linalool.

### FRAGRANCE DESCRIPTION

Launched in 2011, this sophisticated and refined fragrance for today's man is firmly anchored with soft base notes of sandalwood, tonka and cedarwood, while delicate middle accords of lavender and jasmine blend easily with a fruity twist of pineapple and melon to add a sparkle of freshness to this vibrant scent.

### NOTES

### SELLING POINTS

- All product category benefits apply
- Sandalwood oil has anti-inflammatory and antimicrobial properties

### DIRECTIONS FOR USE

Apply a small amount of aftershave balm into the hands and gently massage into the face and neck area after shaving.



## APSLEY AFTERSHAVE BALM

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**6,200 INR**

### SIZE

**100ml 3.38 fl.oz.**

### ISRC / BARCODE

**682940004357**

### FRAGRANCE STORY

This distinctive and captivating fragrance celebrates the spirit of men that inspires them to always achieve their personal greatness in whatever it is that they choose to do and it is named with one of Truefitt's past patrons in mind – the 1st Duke of Wellington, one of England's most esteemed sons, whose name conjures up the image of determination, sophistication and selfless courage. It is with the gentlemen who aspire to these values in mind, that Truefitt's Apsley fragrance was launched.

Apsley Cologne, named after the iconic London landmark and former residence of the 1st Duke of Wellington, has been formulated to ignite the senses with a refined blend of smouldering woods accentuated by light citrus notes. Apsley epitomises the quintessential English gentleman and its enduring name links the past with the free spirit of a modern age.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (water), Isopropyl Myristate, Stearic Acid, Glycerin, Propylene Glycol, Triethanolamine, Aloe Barbadensis Leaf Juice, Parfum (Fragrance), Lanolin, Carbomer, Phenoxyethanol, Sodium PCA, Cetearyl Alcohol, Methylparaben, Allantoin, Ethylparaben, Butylparaben, Propylparaben, Citric Acid, Potassium Sorbate, Sodium Benzoate, Sodium Sulfite, Limonene, Hydroxycitronellol, Citronellol, Hexyl Cinnamal, Linalool, Butylphenyl Methylpropional.

### FRAGRANCE DESCRIPTION

The harmonious overtones of woody vertivert are lifted with a refreshing essence of grapefruit and are accentuated by notes of pepper, while its heart of cedarwood and patchouli, which has been enriched by sensual notes of musk, gives an alluring base to this captivating fragrance.

### NOTES

### SELLING POINTS

- All product category benefits apply
- Vetiver essential oil is known to be a deeply hydrating moisturiser that firms, tightens and protects the skin against the harsh effects of environmental stressors

### DIRECTIONS FOR USE

Apply a small amount of aftershave balm into the hands and gently massage into the face and neck area after shaving.





## ULTIMATE COMFORT AFTERSHAVE BALM

### PACKAGING

**TUBE**

### RRP (INDIA)

**3,900 INR**

### SIZE

**100ml 3.4fl.oz.**

### ISRC / BARCODE

**6829400100059**

### FRAGRANCE STORY

These high performance products incorporating modern scientific advances with authentic formulations, were developed to be relevant to the needs of the contemporary male. They are formulated using the latest technology to deliver the most ease and comfort in use and utilise delicate, natural fragrance oils in order to prevent irritation, whilst catering for the most sensitive skin types. The sophisticated formulas are designed to achieve maximum results and a professional finish.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Stearic Acid, Isopropyl Myristate, Propylene Glycol, Cetearyl Alcohol, Carbomer, Lanolin, Aloe Barbadensis Leaf Juice, Sodium PCA, Alcohol Denat, Allantoin, Bisabolol, Lavandula Angustifolia Oil, Disodium EDTA, Tocopherol, Glycerin, Chondrus Crispus Extract, Limonium Vulgare Flower/Leaf/Stem Extract, Thymus Serpyllum Extract, Fucus Vesiculosus Extract, Citric Acid, Algae Extract, Sodium Lactate, Benzyl Alcohol, Triethanolamine, Salicylic Acid, Sorbic Acid, Potassium Sorbate, Linalool, Eugenol, Limonene.

### FRAGRANCE DESCRIPTION

This unscented shaving cream with glycerin is alcohol and fragrance free – perfect for sensitive skin. It contains a medley of essential oils inclusive of lavender which is a gentle antiseptic to help soothe and heal the skin.

### NOTES

### SELLING POINTS

- All product category benefits apply
- Contains aloe vera and allantoin to heal the skin and to stimulate healthy, new tissue growth
- Lavender oil, a gentle, natural antiseptic, helps soothe and heal the skin
- Contains vitamin E which is a powerful antioxidant

### DIRECTIONS FOR USE

Apply a small amount of aftershave balm into the hands and gently massage into the face and neck area after shaving.



## NOTES

---

---

---

---

---

---

## MAYFAIR AFTERSHAVE BALM

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**6,600 INR**

### SIZE

**100ml 3.38fl.oz.**

### ISRC / BARCODE

**682940011362**

### FRAGRANCE STORY

MAYFAIR, the latest addition to Truefitt & Hill's fragrance collection, plays true to tradition as it captures and celebrates the essence of what it means today to be an individual of great taste with panache and passion for life. In many ways the fragrance tells a multitude of unique stories epitomising what the historic area of Mayfair means to different individuals – ultimately all of whom have one thing in common - this is their reality, this is their Mayfair. MAYFAIR opens with fresh notes of lemon and mandarin, whilst a herbal whisper of rosemary and bergamot mingles unexpectedly with a honeyed twist of neroli. A subtle note of musk grounds and completes this irresistible fragrancet

### INGREDIENTS AS LISTED ON PACKAGING

This blend employs notes from our Mayfair Cologne, such as lemon and mandarin, with a herbal whisper of rosemary and bergamot ending with a honeyed twist of neroli and musk that will complement your morning routine wonderfully.

### FRAGRANCE DESCRIPTION

A modern interpretation of colognes of the past, Mayfair opens with fresh notes of lemon and mandarin, whilst an herbal whisper of rosemary and bergamot mingles unexpectedly with a honeyed twist of neroli. A subtle note of musk grounds and completes this irresistible scent.

### SELLING POINTS

- All product category benefits apply
- Contains bergamot oil which holds antibacterial and anti-inflammatory properties

### DIRECTIONS FOR USE

Apply a small amount of aftershave balm into the hands and gently massage into the face and neck area after shaving.





## NOTES

.....

.....

.....

.....

.....

## 1805 COLOGNE

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**6,700 INR**  
**3,400 INR**

### SIZE

**100ml    3.38 fl.oz.**  
**50ml      1.6oz.**

### ISRC / BARCODE

**682940000175**  
**682940004210**

### FRAGRANCE STORY

The inspiration for this exciting blend was derived from an original formulation dating back to the late 1850s, when Truefitt's offered a service of making up exclusive fragrances for various Regiments and prominent institutions, as well as other persons of eminent status. The resultant fragrances had names evoking the glorious British past of Victoria's reign and amongst them one would find rich fougères such as 'The Choice of the Rifle Brigade', 'The Favourite of the Royal Artillery', 'Jockey Club Bouquet', 'The Royal London Yacht Club Bouquet' or 'Knickerbocker Nosegay', as well as the delicately fragranced 'Palmerston Bouquet' which was specially blended for Viscount Palmerston, one of Queen Victoria's Prime Ministers. This blend was to inspire Truefitt's modern fragrance, 1805.

The recipe for 'Palmerston Bouquet' lay unused for over a century and only in 1998 was it brought back to be reformulated and reorchestrated. 1805 was finally launched in 1999, a fragrance commemorating the year in which William Francis Truefitt opened his salon doors for the first time and thus established a business that was successfully to carry on for the next two centuries and beyond. 1805's original formulation may well have been blended by the skilful hands of the founder's grandson, Henry Truefitt. However, its successful reorchestration is now responsible for its unmistakably modern signature scent and its undoubted popularity.

### SELLING POINTS

- Dated back to the late 1850s
- Originally derived from a formulation known as the 'Palmerston Bouquet'

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat., Aqua (Water), Parfum (Fragrance), Isopropyl Myristate, Polysorbate 20, Limonene, Butylphenyl Methylpropional, Linalool, Benzyl Benzoate, Eugenol, Citronellol, Geraniol, Citral.

### FRAGRANCE DESCRIPTION

A light, fresh, oceanic scent with top notes of bergamot and cardamom, a heart of clary sage, nutmeg and lavender, and a base of sandalwood and cedar. Although the name marks the year of Truefitt & Hill's establishment and it celebrates our illustrious history, this signature scent is unmistakably modern.

### DIRECTIONS FOR USE

Hold the bottle between 3-6 inches from skin and spray between 1-2 times onto each designated area. For best results, one should spray on your pulse points - the wrists and neck being the optimum combination.



## NOTES

## TRAFALGAR COLOGNE

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**6,700 INR**

### SIZE

**100ml 3.38 fl.oz.**

### ISRC / BARCODE

**682940000007**

### FRAGRANCE STORY

Trafalgar owes its name to one of the most celebrated naval engagements in European history - the Battle of Trafalgar. This famous maritime confrontation took place off Cape Trafalgar, on the southern coast of Spain, on 21st October 1805, the very day on which William Francis Truefitt established his business. The battle pitted a British fleet of 27 ships, under the command of Admiral Horatio Nelson, against a larger combined fleet of France and Spain. Nelson's bold battle strategy ensured that 20 French and Spanish ships had been destroyed or captured, while not a single British vessel was lost.

The overwhelming British victory destroyed Napoleon's plan to invade England and helped to secure British Naval supremacy for years to come. The British however, suffered almost 1500 casualties, amongst them, Britain's hero, Admiral Nelson, who was mortally wounded. This captivating, spicy yet fresh woody fragrance, which is both daring and sophisticated, was created for men who, very much like the hero of Trafalgar, tackle life's little problems with great gusto!

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat., Aqua (Water), Parfum (Fragrance), Isopropyl Myristate, Limonene, Polysorbate 20, Linalool, Eugenol, Citral, Geraniol, Isoeugenol, Citronellol, CI 42090 (Blue 1).

### FRAGRANCE DESCRIPTION

Trafalgar reveals its distinguished heritage with top notes of cedar and sandalwood complemented by subtle base notes of jasmine, spice musk and vetiver.

### SELLING POINTS

- Named after one of the most celebrated naval engagements in European History -- the battle of Trafalgar
- A captivating, spicy yet fresh woody fragrance

### DIRECTIONS FOR USE

Hold the bottle between 3-6 inches from skin and spray between 1-2 times onto each designated area. For best results, one should spray on your pulse points - the wrists and neck being the optimum combination.



## NOTES

## WEST INDIAN LIMES COLOGNE

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**6,700 INR**

### SIZE

**100ml 3.38fl.oz.**

### ISRC / BARCODE

**682940000076**

### FRAGRANCE STORY

Since Christopher Columbus discovered the West Indies and claimed them for Spain in 1492, the Spaniards and later the Danes, Dutch, English and French gained great wealth from sugar and tobacco grown in the West Indies and took delight in the native exotic fruits, plants and also spices for their unusual fragrances. The delicate, but powerful fragrance emitted from the leaves, flowers and citrus fruits encouraged their use in a variety of infusions and soon became popular in the Royal Courts of Europe and England. Truefitt's first citrus fragrances were originally formulated in the 1870s and quickly became the favourite of Queen Victoria as well as gentleman and ladies of her Court.

The Imperial Bouquet, especially blended for Queen Victoria by Truefitt's perfumers in 1876 to celebrate her crowning as Empress of India, was in fact a floral fougère with zesty and exotic top notes of citrus and orange blossom from which the present day West Indian Limes fragrance has evolved. This enchanting fragrance was reorchestrated in 1989 with great success, making it one of Truefitt's most popular, classic scents, which to this day remains a favourite with British Royalty.

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat., Aqua (Water), Polysorbate 20, Limonene, Parfum, Denatonium Benzoate, Benzoic Acid, Citral, Linalool, Geraniol, Eugenol, Citronellol, CI 19140 (Yellow 5), CI 42090 (Blue 1), CI 14700 (Red 4).

### FRAGRANCE DESCRIPTION

A refreshing, effervescent and zesty fragrance, in which lively top notes of lime, verbena and bergamot are combined with a heart of lavender, orange blossom and clove and a powdery base note.

### SELLING POINTS

- Originally formulated in the 1870s and re-orchestrated in 1989
- Became a favourite of Queen Victoria as well as the gentleman and ladies of her court
- A refreshing, effervescent and zesty fragrance
- Contains Limonene which has strong antioxidant benefits

### DIRECTIONS FOR USE

Hold the bottle between 3-6 inches from skin and spray between 1-2 times onto each designated area. For best results, one should spray on your pulse points - the wrists and neck being the optimum combination.



## GRAFTON COLOGNE

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**6,700 INR**

### SIZE

**100ml 3.38 fl.oz.**

### ISRC / BARCODE

**682940000151**

### FRAGRANCE STORY

Grafton is another fragrance whose name is intertwined with and inspired by the rich naval tradition of Britain. This classical, woody fragrance with spicy oriental notes was named to commemorate a long line of HMS Grafton battleships. The completion of the first HMS Grafton ship in 1679 marked the beginning of a lengthy and noble history for a long line of ships that have borne that name and have served throughout the world since the 17th century to the present day.

The name 'Grafton' was given to Truefitt's newly blended fragrance in 1983 at the suggestion of one of HMS Grafton's officers who, while being attended to by a Truefitt's barber, particularly liked this unmistakably masculine fougère aroma and suggested that the new fragrance be named after the gracious line of HM battleships.

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat., Aqua (Water), Parfum (Fragrance), Isopropyl Myristate, Linalool, Citronellol, Butylphenyl Methylpropional, Hexyl Cinnamal, Limonene, Alpha-Isomethyl Ionone, Coumarin, Eugenol, Geraniol, Cinnamal, CI 42090.

### FRAGRANCE DESCRIPTION

A sophisticated fragrance for men of distinction that has top notes of lavender, lemon and basil, a heart of wood, cedar, incense and rose, and a base of patchouli, sandal, tonka, amber and musk.

### NOTES

### SELLING POINTS

- Inspired by the rich naval tradition of Britain
- The name was suggested by one of HMS Grafton's officers
- It is named to commemorate a long line of HMS Grafton battleships
- A sophisticated, classy, woody fragrance with spicy oriental notes

### DIRECTIONS FOR USE

Hold the bottle between 3-6 inches from skin and spray between 1-2 times onto each designated area. For best results, one should spray on your pulse points - the wrists and neck being the optimum combination.



## SANDALWOOD COLOGNE

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**6,700 INR**  
**3,400 INR**

### SIZE

**100ml 3.38 fl.oz.**  
**50ml 1.6oz.**

### ISRC / BARCODE

**682940005507**  
**682940002964**

### FRAGRANCE STORY

Top notes of lemon and bergamot give a perfect finishing touch and artfully combine for a sublime and rich cologne. This fresh update for a subtle classic has quickly become one of the most popular fragrances for the modern gentleman.

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat., Aqua, Parfum, Isopropyl Myristate, Citronellol, Coumarin, Limonene, Linalool, Eugenol, Geraniol, Citral, CI 19140, CI 15985, CI 42090.

### FRAGRANCE DESCRIPTION

Launched in 2011, this sophisticated and refined fragrance for today's man is firmly anchored with soft base notes of sandalwood, tonka and cedarwood, while delicate middle accords of lavender and jasmine blend easily with a fruity twist of pineapple and melon to add a sparkle of freshness to this vibrant scent.

### NOTES

### SELLING POINTS

- A fresh update to a classic
- One of the most popular fragrances for the modern gentleman
- Top notes of lemon, lime, bergamot, sandalwood, cedarwood, tonka and musk to create a modern, sophisticated scent

### DIRECTIONS FOR USE

Hold the bottle between 3-6 inches from skin and spray between 1-2 times onto each designated area. For best results, one should spray on your pulse points - the wrists and neck being the optimum combination.





## APSLEY COLOGNE

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**7,800 INR**  
**4,200 INR**

### SIZE

**100ml    3.38 fl.oz.**  
**50ml      1.6oz.**

### ISRC / BARCODE

**682940004302**  
**682940003596**

### FRAGRANCE STORY

This distinctive and captivating fragrance celebrates the spirit of men that inspires them to always achieve their personal greatness in whatever it is that they choose to do and it is named with one of Truefitt's past patrons in mind – the 1st Duke of Wellington, one of England's most esteemed sons, whose name conjures up the image of determination, sophistication and selfless courage. It is with the gentlemen who aspire to these values in mind, that Truefitt's Apsley fragrance was launched.

Apsley Cologne, named after the iconic London landmark and former residence of the 1st Duke of Wellington, has been formulated to ignite the senses with a refined blend of smouldering woods accentuated by light citrus notes. Apsley epitomises the quintessential English gentleman and its enduring name links the past with the free spirit of a modern age.

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat., Aqua (Water), Parfum (Fragrance), Isopropyl Myristate, Limonene, Hydroxycitronellal, Citronellol, Hexyl Cinnamal, Linalool, Butylphenyl Methylpropional, Citral, Geraniol, CI 19140 (Yellow 5), CI 15985 (Yellow 6).

### FRAGRANCE DESCRIPTION

The harmonious overtones of woody vertivert are lifted with a refreshing essence of grapefruit and are accentuated by notes of pepper, while its heart of cedarwood and patchouli, which has been enriched by sensual notes of musk, gives an alluring base to this captivating fragrance.

### NOTES

### SELLING POINTS

- Named after the iconic London landmark and former residence of the 1st Duke of Wellington
- Specially formulated to ignite the senses with a refined blend of smouldering woods and light citrus notes

### DIRECTIONS FOR USE

Hold the bottle between 3-6 inches from skin and spray between 1-2 times onto each designated area. For best results, one should spray on your pulse points - the wrists and neck being the optimum combination.



## NOTES

## SPANISH LEATHER

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**6,700 INR**

### SIZE

**100ml 3.38fl.oz.**

### ISRC / BARCODE

**682940000113**

### FRAGRANCE STORY

Spanish Leather, a rich but subtle blend of woody, leathery and spicy notes, truly captures the spirit of old Granada and Castile. This very masculine fragrance is one of the oldest in Truefitt's stable, with the time of its original formulation dating back to around 1814. It is thought to have been formulated during a time when all of England was waiting with great anticipation for any news from Spain regarding the British military campaign that was at the time being led by the gallant Arthur Wellesley (later the 1st Duke of Wellington) in the Peninsular War. Wellington's military brilliance had led his troops to win a series of victories against Napoleon, which had resulted in the expulsion of French and allied armies from Portugal and Spain.

In 1815, during the Battle of Waterloo, there occurred an incident that gave rise to one of the most famous anecdotes in military history. When a cannonball shattered the leg of one of Wellington's Generals (Lord Uxbridge), he is reported to have called out to Wellington: "By God, sir. I have lost my leg." To which Wellington calmly replied: "By God, sir. I believe you have." As the Duke of Wellington, renowned for his elegance and fastidious personal grooming, was amongst Truefitt's most devoted patrons, it is just possible that notes of Spanish Leather accompanied him on the battlefield of Waterloo and witnessed this exchange. This old and traditional fragrance was extensively reorchestrated in 2001, bringing it firmly into the third millennium.

### SELLING POINTS

- One of the oldest in Truefitt's fragrances
- Original formulation dating back to around 1814
- The traditional scent is designed for the stylish gentleman who enjoys just a touch of nostalgia
- Originally formulated to honour the Duke of Wellington
- The fragrance captures the spirit of the old Granada and Castile

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat., Aqua (Water), Parfum (Fragrance), Isopropyl Myristate, Polysorbate 20, Linalool, Limonene, Citral, Eugenol, Evernia Prunastri (Oakmoss) Extract, Geraniol.

### FRAGRANCE DESCRIPTION

A rich, but subtle blend, with top notes of fruit, bergamot, orange and pimento, with a heart of carnation, cinnamon, patchouli, rose, orris and woody notes, all resting on a base of amber, moss and musk, vanilla and tonka.

### DIRECTIONS FOR USE

Hold the bottle between 3-6 inches from skin and spray between 1-2 times onto each designated area. For best results, one should spray on your pulse points - the wrists and neck being the optimum combination.



## NOTES

## CLUBMAN

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**6,700 INR**

### SIZE

**100ml 3.38fl.oz.**

### ISRC / BARCODE

**682940000090**

### FRAGRANCE STORY

Clubman owes its name to the favourite status it enjoyed with the members of the exclusive gentlemen's clubs of St James's who frequented Truefitt's Hair Cutting Rooms. It draws its origin from a fragrance initially formulated especially for The Great Exhibition of 1851, which was housed at the Crystal Palace – the "Exhibition (1851) Bouquet". This exhibition was viewed by proud Victorians as a monument to their own cultural and technological achievements and any progressive company took great pride in participating. Needless to say, Walter Truefitt's business, which at that stage enjoyed a most prominent position and gave employment to 14 men and 4 women, was one of the exhibitors.

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat., Aqua (Water), Parfum (Fragrance), Isopropyl Myristate, Polysorbate 20, Evernia Furfuracea Extract, Linalool, Benzyl Salicylate, Limonene, Butylphenyl Methylpropional, Hydroxyisohexyl 3-Cyclohexene, Hydroxycitronellal, Citronellol, Citral, Coumarin, Geraniol, Isoeugenol.

### FRAGRANCE DESCRIPTION

Clubman was subsequently reformulated in the 1880s and most recently in 1999. Today's modern interpretation of this fresh aromatic fougère, with its subtle sophistication of chypre and woody aspects, gives it depth and character and makes it ideal for day as well as evening wear. Clubman's top notes of lavender, lemon, tagette and mint envelop the heart of geranium, rose and fern and gently lay on a bed of woods, amber and musk.

### SELLING POINTS

- The origin of the fragrance initially formulated especially for The Great Exhibition of 1851
- This is the modern interpretation of the fresh aromatic fougere has the subtle sophistication of chypre and woody aspects to give it depth and character
- Ideal for a day and evening wear

### DIRECTIONS FOR USE

Hold the bottle between 3-6 inches from skin and spray between 1-2 times onto each designated area. For best results, one should spray on your pulse points - the wrists and neck being the optimum combination.



## NOTES

---

---

---

---

---

---

## FRESHMAN

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**6,700 INR**

### SIZE

**100ml 3.38 fl.oz.**

### ISRC / BARCODE

**682940000137**

### FRAGRANCE STORY

Freshman is based on one of the first formulations of William Francis Truefitt actually dating back to 1805. This subtle and refreshing fougère was blended with fashion conscious undergraduates of prestigious universities such as Oxford and Cambridge in mind, who frequented Truefitt's Salons while in London, eager to look and smell their best while attending various fashionable gatherings and mingling with London's high society. Throughout the years, Freshman underwent numerous reformulations and reorchestrations, keeping up with the ever-changing vagaries of fashion.

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat., Aqua (Water), Parfum (Fragrance), Isopropyl Myristate, Polysorbate 20, Limonene, Linalool, Alpha-isomethyl Ionone, Hydroxycitronellal, Citronellol, Geraniol, Evernia Prunastri (Oakmoss) Extract, Citral.

### FRAGRANCE DESCRIPTION

This fresh, aromatic fougère was most recently reorchestrated in 1999 into an unmistakably contemporary fragrance in which top notes of lemon, bergamot, rosemary, mint and orange blossom surround the heart of clary sage, lily of the valley, jasmin and ylangylang and comfortably rest on base notes of woods, musk and oakmoss. Blended for young, contemporary men of taste and sophistication.

### SELLING POINTS

- Reorchestrated in 1999 into an unmistakably contemporary fragrance
- Beautifully blended for the young, contemporary man of taste and sophistication
- A subtle and refreshing fougere

### DIRECTIONS FOR USE

Hold the bottle between 3-6 inches from skin and spray between 1-2 times onto each designated area. For best results, one should spray on your pulse points - the wrists and neck being the optimum combination.



## MAYFAIR COLOGNE

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**9,700 INR**  
**5,500 INR**

### SIZE

**100ml 3.38fl.oz.**  
**50ml 1.6oz.**

### ISRC / BARCODE

**682940011348**  
**682940011355**

### FRAGRANCE STORY

MAYFAIR, the latest addition to Truefitt & Hill's fragrance collection, plays true to tradition as it captures and celebrates the essence of what it means today to be an individual of great taste with panache and passion for life. In many ways the fragrance tells a multitude of unique stories epitomising what the historic area of Mayfair means to different individuals – ultimately all of whom have one thing in common - this is their reality, this is their Mayfair. MAYFAIR opens with fresh notes of lemon and mandarin, whilst a herbal whisper of rosemary and bergamot mingles unexpectedly with a honeyed twist of neroli. A subtle note of musk grounds and completes this irresistible fragrant.

### INGREDIENTS AS LISTED ON PACKAGING

This blend employs notes from our Mayfair Cologne, such as lemon and mandarin, with a herbal whisper of rosemary and bergamot ending with a honeyed twist of neroli and musk that will complement your morning routine wonderfully.

### FRAGRANCE DESCRIPTION

A modern interpretation of colognes of the past, Mayfair opens with fresh notes of lemon and mandarin, whilst an herbal whisper of rosemary and bergamot mingles unexpectedly with a honeyed twist of neroli. A subtle note of musk grounds and completes this irresistible scent.

### NOTES

### SELLING POINTS

- Dated back to the late 1850s
- Originally derived from a formulation known as the 'Palmerston Bouquet'

### DIRECTIONS FOR USE

Hold the bottle between 3-6 inches from skin and spray between 1-2 times onto each designated area. For best results, one should spray on your pulse points - the wrists and neck being the optimum combination.





## PRODUCT RANGE: ULTIMATE COMFORT

These high performance products incorporating modern scientific advances with authentic formulations, were developed to be relevant to the needs of the contemporary male. They are formulated using the latest technology to deliver the most ease and comfort in use and utilise delicate, natural fragrance oils in order to prevent irritation, whilst catering for the most sensitive skin types. The sophisticated formulas are designed to achieve maximum results and a

professional finish. The Ultimate Comfort Range incorporates all of the elements of a complete skin care regime and consists of Ultimate Comfort Shaving, Skin Control and Hair Management products.

Ultimate Comfort Shaving, incorporating Pre-Shave Oil, Shaving Cream and Aftershave Balm, have a calming effect on the skin which makes this range particularly suitable for men who suffer from razor burn and/or irritation from

shaving. Skin Control, incorporating Invigorating Bath & Shower Scrub, Advanced Facial Moisturiser, Facial Cleanser and Gentleman's Deodorant, are all fragrance free and as such formulated for sensitive skin. Hair Management - incorporating Moisturizing Vitamin E Shampoo, Frequent Use Shampoo, Hair Thickening Shampoo, Coconut Shampoo and Replenishing Conditioner, are all designed to be effective, yet gentle to the hair.



## ULTIMATE COMFORT SHAVING CREAM UNSCENTED

### PACKAGING

**BOWL**  
**TUBE**

### RRP (INDIA)

**3,300 INR**  
**2,500 INR**

### SIZE

**190gm 6.7oz.**  
**100ml 3.48oz.**

### ISRC / BARCODE

**682940100035**  
**682940100042**

### INGREDIENT PROPERTIES

- The ideal lubricating properties of our formulations provide for a superior razor glide which helps to prevent irritation and cuts
- The right consistency of the lather ensures that it lifts and supports hairs at the right angle to the skin, ensuring the hair lies at the best angle for the blade to cut, thus preventing hairs from being matted to the skin during shaving (i.e. lying at against the skin which prevents the hair from being cut at the correct angle and which in turn causes irritation and ingrown hairs)
- This later provides full and complete control over the lather to provide a layer of 'cushion' on the skin of just the right consistency and thickness to give the closest, least irritating shave possible
- Alcohol and menthol free

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Stearic Acid, Myristic Acid, Potassium Hydroxide, Coconut Acid, Glycerin, Triethanolamine, Lavandula Angustifolius (Lavender) Oil, Sodium Hydroxide, Linalool.

### NOTES

### SELLING POINTS

- Alcohol and fragrance free which makes it perfect for sensitive skin
- Contains a medley of essential oils inclusive of lavender which is a gentle antiseptic to help soothe and heal the skin
- It produces a moisturising, richly lubricating lather which offers superior razor glide and comfort ensuring an extremely close yet comfortable shave with no irritation

### DIRECTIONS FOR USE

- Wet face with warm water
- Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth
- Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm





## ULTIMATE COMFORT AFTERSHAVE BALM

### PACKAGING

**TUBE**

### RRP (INDIA)

**3,900 INR**

### SIZE

**100ml 3.4fl.oz**

### ISRC / BARCODE

**682940100165**

### INGREDIENT PROPERTIES

- Lanolin - a humectant that helps to lock in moisture
- Aloe vera - contains antioxidants, enzymes, vitamins A and C, and anti-inflammatory properties
- Allantoin - to soothe, protect and heal skin
- Lavender oil - to soothe and promote healing of the skin
- Glycerin - to prevent dryness and help moisturise
- Irish moss - rich in minerals and antioxidants
- Linalool - a critical component in the production of vitamin E to nourish skin, also has anti-inflammatory properties
- Salicylic acid - cell rejuvenation for a clearer, smoother and more even complexion

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Stearic Acid, Isopropyl Myristate, Propylene Glycol, Cetearyl Alcohol, Carbomer, Lanolin, Aloe Barbadensis Leaf Juice, Sodium PCA, Alcohol Denat, Allantoin, Bisabolol, Lavandula Angustifolia Oil, Disodium EDTA, Tocopherol, Glycerin, Chondrus Crispus Extract, Limonium Vulgare Flower/Leaf/Stem Extract, Thymus Serpyllum Extract, Fucus Vesiculosus Extract, Citric Acid, Algae Extract, Sodium Lactate, Benzyl Alcohol, Triethanolamine, Salicylic Acid, Sorbic Acid, Potassium Sorbate, Linalool, Eugenol, Limonene

### NOTES

### SELLING POINTS

- Contains aloe vera and allantoin to heal the skin and to stimulate healthy, new tissue growth
- Contains lavender oil, a gentle, natural antiseptic, helps soothe and heal the skin
- Contains vitamin E which is a powerful antioxidant

### DIRECTIONS FOR USE

Apply a small amount of aftershave balm into the hands and gently massage into the face and neck area after shaving.



## SKIN CONTROL ADVANCED FACIAL MOISTURISER

### PACKAGING

**TUBE**

### RRP (INDIA)

**4,400 INR**

### SIZE

**100ml 3.4fl.oz**

### ISRC / BARCODE

**682940100158**

### INGREDIENT PROPERTIES

- Caprylic triglyceride - naturally derived from coconut oil and glycerin, works as an antioxidant
- Grape seed oil - packed full of skin boosting nutrients including beta carotene, vitamin D, C and E
- Almond oil - softens and hydrates skin
- Allantoin - to soothe, protect and heal skin
- Lavender oil - antiseptic and anti-inflammatory properties
- Irish moss - rich in minerals and antioxidants
- Linalool - a critical component in the production of vitamin E to nourish skin, also has anti-inflammatory properties
- Salicylic acid - good for cell rejuvenation for a clearer, smoother and more even complexion

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Stearic Acid, Caprylic/Capric Triglyceride, Glycerin, Cyclopentasiloxane, Ethylhexyl Methoxycinnamate, Glyceryl Stearate, Cetearyl Alcohol, Cetearth-20, Propylene Glycol, Vitis Vinifera Seed Oil, Carbomer, Prunus AmygdalusDulcis Oil, Tocopherol, Alcohol Denat, Panthenol, Allantoin, Disodium EDTA, Lavandula Angustifolia Oil, Chondrus Crispus Extract, Limonium Vulgare Flower/Leaf/Stem Extract, Thymus Serpillum Extract, Fucus Vesiculosus Extract, Sodium Lactate, Algae Extract, Beta-Glucan, 1,2-Hexanediol, Caprylyl Glycol, Benzyl Alcohol, Triethanolamine, Salicylic Acid, Sorbic Acid, Benzoic Acid, Sodium Benzoate, Linalool, Eugenol, Limonene

### NOTES

### SELLING POINTS

- Advanced moisturising formula creates a moisture barrier which helps to protect against dehydration and premature skin ageing
- Contains a sun filter which offers some protection against UV damage
- Contains lavender oil and allantoin to help to soothe and promote the healing of the skin
- Vitamin E and panthenol assist in slowing the effects of ageing

### DIRECTIONS FOR USE

Shake well before use. Apply a small amount to face and neck and gently massage until absorbed.



## SKIN CONTROL DAILY FACIAL CLEANSER

### PACKAGING

**TUBE**

### RRP (INDIA)

**2,900 INR**

### SIZE

**100ml 3.4fl.oz**

### ISRC / BARCODE

**682940100158**

### INGREDIENT PROPERTIES

- Jojoba oil - moisturises, nourishes and is rich in vitamins and minerals
- Sunflower oil - contains vitamin E
- Grape seed oil - packed full of skin boosting nutrients including beta carotene, vitamin D, C and E
- Aloe vera - contains antioxidants, enzymes, vitamins A and C and anti-inflammatory properties
- Allantoin - to soothe, protect and heal skin
- Almond oil - softens and hydrates skin
- Lavender oil - an antiseptic with anti-inflammatory properties
- Irish moss - rich in minerals and antioxidants
- Linalool - critical component in the production of Vitamin E to nourish skin, also has anti-inflammatory properties
- Salicylic acid - helps with cell rejuvenation for a clearer, smoother and more even complexion

### INGREDIENTS AS LISTED ON PACKAGING

Aqua(Water), Cocamidopropyl Betaine, Cetearyl Alcohol, Hydrogenated Jojoba Oil, Sodium Cocoamphoacetate, Cetearth-20, Helianthus Annuus Seed Oil, Sodium Lauroyl Sarcosinate, Sorbitol, Glyceryl Stearate, Dimethicone, PEG-75 Lanolin, Vitis Vinifera Seed Oil, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Sodium Chloride, Aloe Barbadensis Leaf Juice, Propylene Glycol, Glycerin, Allantoin, Tocopherol, Prunus Amygdalus Dulcis Oil, Panthenol, Sodium Laurate, Lavandula Angustifolia Oil, Disodium EDTA, Sodium Lactate, Citric Acid, Beta-Glucan, 1,2-Hexanediol, Caprylyl Glycol, Benzyl Alcohol, Triethanolamine, Salicylic Acid, Benzoic Acid, Sorbic Acid, Potassium Sorbate, Sodium Benzoate, Linalool, Eugenol, Limonene

### NOTES

### SELLING POINTS

- Contains jojoba beads which gently exfoliate, preparing the skin for shaving in the morning and/or cleansing at night
- The grape, lavender and sunflower essential oils also help to moisturise and condition the skin
- Subtle lavender and lime fragrance

### DIRECTIONS FOR USE

Apply a small amount into palm and massage onto dry face, add water to emulsify and gently rub. Rinse well.



## GENTLEMAN'S DEODORANT

### PACKAGING

ROLLER

### RRP (INDIA)

2,400 INR

### SIZE

50ml 1.7oz

### ISRC / BARCODE

682940100264

### INGREDIENT PROPERTIES

- Aloe vera - contains antioxidants, enzymes
- Linalool - critical component in the production of vitamin E to nourish skin, also has anti-inflammatory properties
- Contains limonene which is used for its antibacterial properties, to relieve stress and to elevate mood
- Contains citronellol - a natural oil, nourishing to hair and scalp

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Alcohol Denat, Aloe Barbadensis Leaf Juice, Propylene Glycol, Glycerin, Laureth-4, Triethanolamine, Zinc Ricinoleate, Carbomer, Laureth-3, Parfum, Tetrahydroxypropyl Ethylenediamine, Citric Acid, Potassium Sorbate, Sodium Benzoate, Glyceryl Stearate, Ascorbyl Palmitate, BHT, Citronellol, Coumarin, Limonene, Linalool.

### NOTES

### SELLING POINTS

- Aluminium and paraben free
- Utilises a series of naturally occurring processes to effectively eliminate body odour rather than merely masking it
- Neutral smell, which initially opens with soft notes of sandalwood, will allow for the deodorant to be comfortably used in tandem with any choice of cologne

### DIRECTIONS FOR USE

Apply to underarms using a gentle back and forth motion.



## ULTIMATE COMFORT PRE-SHAVE OIL

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**3,300 INR**

### SIZE

**60ml 2fl.oz.**

### ISRC / BARCODE

**682940100028**

### INGREDIENT PROPERTIES

- Tangerine, grapefruit and bergamot oils, which generate energizing and refreshing accents
- Avocado and safflower oils which condition the skin
- Kukui oil which enhances glide
- Cucumber and meadow foam oils which are soothing
- Coconut oil which helps to moisturise

### INGREDIENTS AS LISTED ON PACKAGING

Helianthus Annuus (Sunflower) Seed Oil, Cyclopentasiloxane, Persea Gratissima (Avocado) Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Glyceryl Oleate, Limonene, Aleurites Moluccana (Kukui) Seed Oil, Laureth-4, Aloe Barbadensis (Aloe Vera) Leaf Extract, Cocos Nucifera (Coconut) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Seed Oil, Amica Montana (Amica) Flower Extract, Tocopherol, Citrus Aurantium Bergamia (Bergamot) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Citrus Grandis (Grapefruit) Peel Oil, BHT, Linalool, Citral.

### NOTES

### SELLING POINTS

- Contains 10 essential oils
- Helps soften the beard
- Provides a fine film between skin and blade which offers an extra layer of protection
- Aids in giving the smoothest, most comfortable, closest shave possible
- Helps repair skin with its conditioners and powerful anti-oxidant
- Advanced formulation ensures it will not clog pores
- Rinses easily from razor

### DIRECTIONS FOR USE

- Gently massage a few drops into the beard before applying shaving cream
- Use sparingly





## PRODUCT RANGE: AUTHENTIC NO. 10

The ingredient blend of the No.10 product Range encompasses the latest product formulation techniques, while utilising traditional ingredients such as willow bark and borage extracts, which are supported with tailored blends of carefully selected essential oils. A delicate and sophisticated citrus-based fragrance complements the range. This comprehensive offering has been formulated with a younger

market in mind and despite its high performance properties, it is positioned at a lower price point to act as an introductory product offering. It targets the less affluent male who aspires to using the Truefitt & Hill brand, but is not ready to use the core collection. The focus of this comprehensive range is to provide an offering to a customer who is price sensitive but who values buying into a product range with formulas guaranteeing

optimum results and who recognizes the benefits of using a brand with extensive market knowledge and genuine authenticity behind it.

The Authentic No. 10 line also targets a mass market and opens up additional retail avenues for product placement. It consists of Sensitive Shaving Gel, Finest Shaving Cream, Post Shave Cologne Balm, Cleansing Scrub and Sensitive Moisturiser.



## AUTHENTIC No.10 CLEANSING SCRUB

### PACKAGING

TUBE

### RRP (INDIA)

1,900 INR

### SIZE

100ml 3.4fl.oz.

### ISRC / BARCODE

682940010051

### INGREDIENT PROPERTIES

- Willow bark has anti-inflammatory and antibacterial properties, and assists in clearing the pores, alleviating acne and irritation
- Borage oil helps in the treatment of all kinds of skin inflammation including eczema, dermatitis, psoriasis and rosacea
- Walnut shell is an antifungal and natural exfollient

### INGREDIENTS AS LISTED ON PACKAGING

Aqua(Water), Disodium Laureth Sulfosuccinate, Glycerin, Juglans Regia (walnut) Shell Powder, Cocamidopropyl Betaine, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Glycereth-26, Triethanolamine, Parfum(Fragrance), PEG-18 Glyceryl Oleate/Cocoate, Sodium Chloride, Borago Officinalis Seed Oil, Sodium Benzoate, Disodium EDTA, Salix Negra (Willow) Bark Extract, Magnesium Nitrate, Methylchloroisothiazolinone, Magnesium Chloride, Methylisothiazolinone, Limonene, Linalool.

### NOTES

### SELLING POINTS

- Enriched with willow bark and borage oil to provide optimum results whilst caring for the skin
- Helps to stimulate skin-cell renewal with a gentle exfoliation
- Deep cleansing and toning
- A great way to prepare the skin for a perfect shave

### DIRECTIONS FOR USE

- Wet face with warm water
- Massage a small amount of the Cleansing Scrub gently into the skin
- Rinse off thoroughly
- Barber's tips: Use 2-3 times a week to keep skin cleansed





## AUTHENTIC No.10 FINEST SHAVING CREAM

### PACKAGING

**BOWL**

### RRP (INDIA)

**1,700 INR**

### SIZE

**200ml 6.8fl.oz.**

### ISRC / BARCODE

**682940010013**

### INGREDIENT PROPERTIES

- Willow bark has anti-inflammatory and antibacterial properties, and assists in clearing the pores, alleviating acne and irritation
- Borage oil helps in the treatment of all kinds of skin inflammation including eczema, dermatitis, psoriasis and rosacea
- Almond oil contains vitamin E which helps to soften the skin and retain moisture, keeping skin cells healthy

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Stearic Acid, Myristic Acid, Potassium Hydroxide, Coconut Acid, Glycerin, Triethanolamine, Olea Europaea (Olive) Fruit Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Borago Officinalis Seed Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Salix Nigra (Willow) Bark Extract, Parfum (Fragrance), Tetrasodium EDTA, Sodium Hydroxide, Linalool, Limonene, Phenethyl Alcohol, Caprylyl Glycol.

### NOTES

### SELLING POINTS

- Enriched with willow bark, borage oil, meadow foam seed oil, sweet almond oil and olive oil to moisturise and rehydrate the skin
- Parabens, alcohol and sulphate free
- Perfect for sensitive skin as it also produces a rich lather for a smooth and comfortable shave
- It is complimented by a delicate yet manly citrus based fragrance

### DIRECTIONS FOR USE

- Wet face with warm water
- Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth
- Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm.



## AUTHENTIC No.10 SENSITIVE SHAVE GEL

### PACKAGING

**TUBE**

### RRP (INDIA)

**1,300 INR**

### SIZE

**125ml 4.2fl.oz.**

### ISRC / BARCODE

**682940010020**

### INGREDIENT PROPERTIES

- Willow bark has anti-inflammatory and antibacterial properties, and assists in clearing the pores, alleviating acne and irritation
- Borage oil helps in the treatment of all kinds of skin inflammation including eczema, dermatitis, psoriasis and rosacea
- Aloe vera extract contains antioxidants, enzymes, vitamin A and C and is high in anti-inflammatories

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Disodium Laureth Sulfosuccinate, Glycerin, Cocamidopropyl Betaine, Glycereth-26, Triethanolamine, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Parfum (Fragrance), Aloe Barbadensis Leaf Juice, Borago Officinalis Seed Oil, Salix Nigra (Willow) Bark Extract, PEG-18 Glyceryl Oleate/Cocotate, Hexylene Glycol, Sodium Benzoate, Citric Acid, Sodium Sulfite, Potassium Sorbate, PEG-14M, Disodium EDTA, Magnesium Nitrate, Methylchloroisothiazolinone, Magnesium Chloride, Methylisothiazolinone, Sodium Chloride, Limonene, Linalool.

### NOTES

### SELLING POINTS

- Helps reduce inflammation, redness and swelling as it calms and soothes irritated skin
- Rich formulation helps reduce razor burn for a closer yet gentler shave
- Enriched with willow bark, borage oil and aloe vera to provide optimum results
- Free of parabens, alcohol and sulphates and as such it is perfect for younger, sensitive skin

### DIRECTIONS FOR USE

- Wet face with warm water
- Massage a small amount of the shaving cream onto face with hands or brush to develop lather
- Keep your strokes short and only shave in the direction of hair growth
- Repeat if necessary
- Once finished shaving, rinse and splash the face and neck with fresh cold water
- For best results, follow with aftershave balm



## AUTHENTIC No.10 SENSITIVE MOISTURISER

### PACKAGING

TUBE

### RRP (INDIA)

2,400 INR

### SIZE

75ml

2.5 fl.oz.

### ISRC / BARCODE

682940010150

### INGREDIENT PROPERTIES

- Willow bark has anti-inflammatory and antibacterial properties, and assists in clearing the pores, alleviating acne and irritation
- Borage oil helps in the treatment of all kinds of skin inflammation including eczema, dermatitis, psoriasis and rosacea
- Vitamin E is a powerful antioxidant and intense moisturiser, helping to nourish and protect the skin

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Paraffinum Liquidum (Mineral Oil), Glycerin, Glyceryl Stearate, Dimethicone, PEG-100 Stearate, Paraffin, Tetrapeptide-21, Nylon-12, Pentylene Glycol, Sodium Lactate, Lactic Acid, Serine, Urea, Sorbitol, Stearyl Alcohol, Cetyl Alcohol, Parfum (Fragrance), Tocopheryl Acetate, Panthenol, Borago Officinalis Seed Oil, Salix Nigra (Willow) Bark Extract, Phenoxyethanol, Ethylhexylglycerin, Butylene Glycol, Carborner, Allantoin, Sodium Chloride, Eugenol, Linalool, Limonene, Sodium Hydroxide, Disodium EDTA.

### NOTES

### SELLING POINTS

- Enriched with willow bark, borage seed oil, and vitamin E to provide optimum results whilst caring for the skin
- Pro-active moisturiser containing the anti-ageing peptide, Tego Pep 4-17, which will help to minimise the appearance of wrinkles, smoothen the skin surface, increase skin elasticity and aid in boosting collagen
- Provides 24-hour moisturisation and a non-greasy / matt finish

### DIRECTIONS FOR USE

- Apply small amount of the moisturiser into palms of your hands
- Massage into the face and neck area until fully absorbed
- Barber's Tips: For optimum results, use daily – both morning and evening





## NATURAL CONDITIONING BEARD OIL

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**3,800 INR**

### SIZE

**60ml 2 fl.oz.**

### ISRC / BARCODE

**682940004630**

### INGREDIENT PROPERTIES

- Contains coconut oil, which is a natural anti-bacterial and anti-fungal, and is extremely moisturising
- Contains argan oil which can help in the repair and maintenance of healthy skin thus reducing visual signs of ageing
- Contains sunflower seed oil, vitamins E, A, C, and D, making it effective in the treatment of acne
- Contains avocado oil which can help relieve inflammation from psoriasis and eczema
- Contains Limonene which is used for its antibacterial properties, relieving stress and elevating one's mood

### INGREDIENTS AS LISTED ON PACKAGING

Sesamum indicum Seed Oil, Caprylic/Capric Triglyceride, Argania spinosa Kernel Oil, Persea gratissima Oil, Simmondsia chinensis Seed Oil, Parfum, Tocopherol, Helianthus annuus Seed Oil, Linalool, Limonene, Hydroxycitronellal, Alpha-Isomethyl Ionone, Citronellol, Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde, Citral.

### NOTES

### SELLING POINTS

- Natural formula designed to condition, nourish and soften both beard and skin
- Easily absorbed and non-greasy
- Made with the finest oils
- Leaves the beard looking soft, well-conditioned and neatly styled
- Easily absorbed by the skin without clogging the pores
- Combines to reduce irritation and condition the hair

### DIRECTIONS FOR USE

- Apply to freshly cleansed and dried beard
- Shake a few drops into the palm of your hands, warm and gently massage into your beard with fingers
- Comb and style if desired



## STYLING AND CONDITIONING BEARD BALM

### PACKAGING

POT

### RRP (INDIA)

3,300 INR

### SIZE

50ml 1.7fl.oz.

### ISRC / BARCODE

682940004647

### INGREDIENT PROPERTIES

- Contains sunflower seed oil which has anti-inflammatory properties that help lower skin redness and roughness. Sunflower seed oil is high in omega-6 which helps decrease inflammation in the skin and enhances the development of new skin cells
- Contains shea butter which is known as an anti-ageing agent due to its ability to help increase circulation to the skin and promote cell renewal
- Contains aloe vera leaf extract which helps to soothe skin and can act as an anti-inflammatory
- Contains avocado oil which can help relieve inflammation from psoriasis and eczema
- Contains bees' wax which is great for helping to hold in moisture and prevents clogging of pores

### INGREDIENTS AS LISTED ON PACKAGING

Helianthus Annuus Seed Oil, Butyrospermum Parkii Butter, Cera Alba, Persea Gratissima Oil, Limonene, Simmondsia Chinensis Seed Oil, Aleurites Moluccana Seed Oil, Glycine Soja Oil, Tocopherol, Citrus Nobilis Peel Oil, Citrus Aurantium Bergamia Fruit Oil, Aloe Barbadensis Leaf Extract, Citrus Paradisi Peel Oil, Linalool, Citral.

### NOTES

### SELLING POINTS

- An extremely versatile conditioning and styling product for all lengths of beard
- Non-greasy and easily absorbed
- Made from 100% natural, non-synthetic ingredients
- Multifunctional balm is designed to condition and add control
- Regular use will help to improve beard strength
- Designed as a conditioning preparation for the beard, leaving the beard looking more full

### DIRECTIONS FOR USE

- Rub a small amount in palm with fingers to warm
- Work through your cleansed and dried beard
- Style and comb as desired. Add more for stronger styling





## HAIR MANAGEMENT COCONUT SHAMPOO

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**3,400 INR**  
**1,600 INR**

### SIZE

**365ml**    **12.3fl.oz.**  
**100ml**    **3.3oz.**

### ISRC / BARCODE

**682940100271**  
**682940100479**

### INGREDIENT PROPERTIES

- Specially designed for sensitive scalps
- Formulated with wheat and soy proteins which help to retain moisture, add volume, strengthen and smooth the hair
- Sodium lauryl sulphate-free to aid in the prevention of scalp dryness and irritation, helping to clear the scalp by not stripping the hair and scalp of natural oils
- Enhanced moisturising properties designed to cleanse and invigorate both hair and scalp
- SLS/SLES-free formula (sodium lauryl sulphate/sodium laureth sulfate)

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Sodium Coco-Sulphate, Cocamidopropyl Betaine, Decyl Glucoside, Parfum, Glycerin, Caprylyl/Capryl Glucoside, Lauryl Glucoside, Citric Acid, Sodium Benzoate, Coco-Glucoside, Glyceryl Oleate, Levulinic Acid, Glycol Distearate, Sodium Levulinate, Laureth-4, Styrene/Acrylates Copolymer, Sodium Phytate, Hydrolyzed Corn Protein, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Leuconostoc/Radish Root Ferment Filtrate, Geraniol.

### SELLING POINTS

- Highly moisturising
- Doesn't strip natural oils from hair and scalp.
- Helps to nourish the hair, leaving it looking and feeling luxuriantly strong, healthy and lustrous

### DIRECTIONS FOR USE

Apply adequate amount of shampoo onto wet hair. Massage directly into hair and scalp in circular motion. Rinse thoroughly. Repeat if required. For best results, follow with Hair Management Replenishing Conditioner. Mild enough for everyday use. Use as often as required.

### BEST FOR:

**NORMAL / DRY HAIR**

**ITCHY / FLAKY SCALP**





## HAIR MANAGEMENT FREQUENT USE SHAMPOO

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**3,200 INR**  
**1,300 INR**

### SIZE

**365ml**    **12.3fl.oz.**  
**100ml**    **3.3oz.**

### ISRC / BARCODE

**682940100066**  
**682940100448**

### INGREDIENT PROPERTIES

- Formulated with wheat, corn and soy protein to assist in strengthening the hair
- Contains radish root to help enhance the hair's natural shine, whilst moisturising the hair, leaving it with a sleek, lustrous gloss
- Contains peppermint oil which creates a cooling sensation and aids in soothing pruritus and itchy scalp whilst helping to relieve inflammation and irritation

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Propylene Glycol, Cocamine Oxide, Phenoxyethanol, Mentha Piperita Oil, Hydrolyzed Corn Protein, Caprylyl Glycol, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Glycol Distearate, Citric Acid, Laureth-4, Tetrasodium EDTA, Polyquaternium-7, Leuconostoc/Radish Root Ferment Filtrate, Sodium Benzoate, Sodium Hydroxide, CI 42090, CI 47005, Parfum, Phenylpropanol, Limonene.

### NOTES

### SELLING POINTS

- The wheat, corn and soy protein aid in strengthening the hair
- Contains peppermint oil to assist in soothing an irritated scalp
- Infused with radish root to enhance natural shine whilst moisturising the hair

### BEST FOR:

**ALL HAIR TYPES**

### DIRECTIONS FOR USE

Apply adequate amount of shampoo onto wet hair. Massage directly into hair and scalp in circular motion. Rinse thoroughly. Repeat if required. For best results, follow with Hair Management Replenishing Conditioner. Mild enough for everyday use. Use as often as required.



## HAIR MANAGEMENT THICKENING SHAMPOO

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**3,400 INR**  
**1,600 INR**

### SIZE

**365ml**    **12.3fl.oz.**  
**100ml**    **3.3oz.**

### ISRC / BARCODE

**682940100080**  
**682940100462**

### INGREDIENT PROPERTIES

- Contains pea shoot derivative which aids in nourishing and stimulating the scalp and hair follicles whilst also encouraging hair growth
- Contains cocamidopropyl betaine, an organic compound derived from coconut oil, to enhance nourishment and natural moisture
- Contains pisum sativum, an anti-aging protein which protects the elastin and strengthens fine hair
- Contains radish root to enhance hair's natural shine
- Formulated with wheat, corn and soy protein which helps to strengthen the hair follicles

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Propylene Glycol, Cocamine Oxide, Hydrolyzed Corn Protein, Caprylyl Glycol, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Glycol Distearate, Citric Acid, Laureth-4, Tetrasodium EDTA, Polyquaternium-7, Leuconostoc/Radish Root Ferment Filtrate, Sodium Benzoate, Pisum Sativum Sprout Extract, Phenoxyethanol, Parfum, Sodium Hydroxide, CI 15985, Limonene, Linalool.

### NOTES

### SELLING POINTS

- Specialised formula to add body, fullness and thickness to fine hair
- Contains anti-aging protein which protects and strengthens hair

### DIRECTIONS FOR USE

Apply adequate amount of shampoo onto wet hair. Massage directly into hair and scalp in circular motion. Rinse thoroughly. Repeat if required. For best results, follow with Hair Management Replenishing Conditioner. Safe to use on a daily basis. Use as often as required.

### BEST FOR:

**FINE / THINNING HAIR**  
**LACKING IN VOLUME**



## HAIR MANAGEMENT MOISTURISING VITAMIN E SHAMPOO

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**3,200 INR**  
**1,300 INR**

### SIZE

**365ml**    **12.3fl.oz.**  
**100ml**    **3.3oz.**

### ISRC / BARCODE

**682940100073**  
**682940100455**

### INGREDIENT PROPERTIES

- Enriched with vitamin E and helianthus annuus seed oil which are specially designed to help repair, nourish and strengthen damaged hair, and aid in restoring its natural lustre
- Containing radish root to enhance the natural shine while helping to moisturise the hair, leaving it with a sleek, healthy gloss
- The shampoo will leave hair looking healthy, manageable, and smelling subtly of lemongrass and bergamot
- Contains core ingredients wheat and soy protein which help to strengthen the hair follicle

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Propylene Glycol, Cocamine Oxide, Parfum, Phenoxyethanol, Hydrolyzed Corn Protein, Caprylyl Glycol, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Glycol Distearate, Citric Acid, Laureth-4, Tetrasodium EDTA, Polyquaternium-7, Tocopherol, Helianthus Annuus Seed Oil, Leuconostoc/Radish Root Ferment Filtrate, Sodium Benzoate, Sodium Hydroxide, Limonene.

### NOTES

### SELLING POINTS

- Specially designed to repair, nourish and strengthen damaged hair
- Radish root helps enhance the hair's natural shine leaving it with a sleek and healthy gloss
- Hydrating formula

### BEST FOR:

**DRY / DAMAGED HAIR**

### DIRECTIONS FOR USE

Apply adequate amount of shampoo onto wet hair. Massage directly into hair and scalp in circular motion. Rinse thoroughly. Repeat if required. For best results, follow with Hair Management Replenishing Conditioner. Use as often as necessary.



## HAIR MANAGEMENT REPLENISHING CONDITIONER

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**3,200 INR**  
**1,400 INR**

### SIZE

**365ml**    **12.3fl.oz.**  
**100ml**    **3.3oz.**

### ISRC / BARCODE

**682940100103**  
**682940100486**

### INGREDIENT PROPERTIES

- Coconut, almond and argan oil nourish and condition the hair
- Formulated with vitamin E which helps in leaving the hair looking sleek, soft and manageable
- Contains jojoba and honey extract to soften and smooth the hair's appearance, leaving it looking replenished and supple
- Light formulation is enough to hydrate and protect without weighing the hair down
- Exceptionally good on dry hair with continued use
- Contains core ingredients wheat and soy protein which help to strengthen the hair follicle
- Radish root to enhance hair's natural shine

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Cetearyl Alcohol, Behenamidopropyl Dimethylamine, Argania Spinosa Kernel Oil, Hydroxypropyltrimonium Honey, Hydrogenated Ethylhexyl Oliviate, Glycereth-2 Cocoate, Panthenol, Cocos Nucifera Oil, Helianthus Annuus Seed Oil, Butyrospermum Parkii Butter, Simmondsia Chinensis Seed Oil, Prunus Amygdalus Dulcis Oil, Hydrolyzed Corn Protein, Hydrogenated Olive Oil Unsaponifiables, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Parfum, Tocopherol, Lactic Acid, Sodium Benzoate, Dehydroacetic Acid, Sodium Benzotriazolyl Butylphenol Sulfonate, Leuconostoc/Radish Root Ferment Filtrate, Sorbic Acid, Benzyl Alcohol, Limonene, Linalool.

### NOTES

### SELLING POINTS

- The light formulation will hydrate and protect the hair and won't weigh the hair down
- Soy protein helps strengthen hair follicle

### DIRECTIONS FOR USE

Apply adequate amount of conditioner onto wet hair. Massage directly into freshly washed hair. For best results, leave in for up to a minute before rinsing thoroughly. Safe to use on a daily basis.

### BEST FOR:

**ALL HAIR TYPES**





## CIRCASSIAN CREAM

### PACKAGING

POT

### RRP (INDIA)

3,300 INR

### SIZE

100ml 3.3fl.oz.

### ISRC / BARCODE

682940004944

### INGREDIENT PROPERTIES

- Hair can be re-styled by adding a small amount of water to the hair
- Water soluble so washes out easily with no residue left on the hair
- Contains core ingredients such as PVP copolymer which encourages firmness, body and fullness to the hair
- Contains lanolin, a humectant that provides movable hold and helps to lock in moisture
- Contains wheat protein to strengthen the hair
- Contains limonene which is used for its antibacterial properties, also to relieve stress and to elevate mood
- A pliable product with a natural finish
- Safe to use on a daily basis

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Alcohol Denat (Alcohol), Lanolin, Petrolatum, PVP, VP/VA Copolymer, Cetearyl Alcohol, Propylene Glycol, Ethylhexyl Palmitate, Paraffinum Liquidum (Mineral Oil), Copernicia Cerifera (Carnauba) Wax, Ozokerite, Cetareth-20, Peg-90M, Cocodimonium Hydroxypropyl, Hydrolyzed Wheat Protein, Benzophenone-3, Benzophenone-4, Parfum (Fragrance), Benzyl Salicylate, Benzyl Alcohol, Limonene, Linalool, Hydroxycitronellal, Geraniol, Hexyl Cinnamal, Phenoxyethanol, Triethylene Glycol, Sodium Benzoate.

### HAIR TYPE & STYLE

- Best for short to medium hair
- Best for discreet, classic styles. Side parting; short crop; creates movement in medium to long lengths
- Style like: Frank Sinatra, Alfred Hitchcock

### NOTES

### SELLING POINTS

- Use of high quality natural ingredients
- Water-soluble
- Easy to use
- Travel size

### DIRECTIONS FOR USE

Apply styling cream to damp/dry hair. Use fingertips to style and define for a medium hold and natural finish.

HOLD ●●●○○

SHINE ●●○○○



## BRILLANTINE POMADE

### PACKAGING

POT

### RRP (INDIA)

3,300 INR

### SIZE

100ml 3.3fl.oz.

### ISRC / BARCODE

682940004906

### INGREDIENT PROPERTIES

- Provides flexible hold with a high shine
- Medium hold with a non-greasy feel
- Use on dry hair to create a stronger hold and on wet hair for a more flexible hold
- Safe to use on a daily basis
- Water-soluble so washes out easily with no residue left on the hair
- Contains core ingredients such as PVP copolymer which encourages firmness, body and fullness to the hair
- Contains lanolin, a humectant that provides movable hold and helps to lock in moisture
- Contains wheat protein to strengthen the hair
- Contains limonene which is used for its antibacterial properties, also to relieve stress and to elevate mood

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Cetareth-25, Sodium Cocoamphoacetate, Glycerin, PVP, PEG-75 Lanolin, Propylene Glycol, Cocodimonium Hydroxypropyl, Hydrolyzed Wheat Protein, Benzophenone-3, Benzophenone-4, Parfum (Fragrance), Benzyl Salicylate, Limonene, Coumarin, Linalool, BHT, Tetrasodium EDTA, Phenoxyethanol, Triethylene Glycol, Sodium Benzoate.

### HAIR TYPE & STYLE

- Best for medium to long hair
- Best for sleek 1920's look - slick, sharp and classic
- Style like: Cary Grant, Fred Astaire, Idris Elba

### NOTES

### SELLING POINTS

- Use of high quality natural ingredients
- Water-soluble
- Easy to use
- Travel size

### DIRECTIONS FOR USE

Apply a small amount to your fingertips. Work through dry/damp hair to achieve a shiny, healthy finish.

HOLD ●●●●●

SHINE ●●●●●



## MELLIFORE FIBRE

### PACKAGING

POT

### RRP (INDIA)

3,300 INR

### SIZE

100ml 3.3fl.oz.

### ISRC / BARCODE

682940004937

### INGREDIENT PROPERTIES

- Formulated to help to maintain healthy moisture levels
- A resinous product full of fibre which helps to thicken and texturise the hair
- The product is designed to stay pliable and will not dry hard in the hair. The fibres bind the hair together to create a thicker look
- Safe to use on a daily basis
- Water-soluble so washes out easily with no residue left on the hair
- Contains core ingredients such as PVP copolymer which encourages firmness, body and fullness to the hair
- Contains wheat protein to strenghten the hair
- Contains castor oil which is a natural moisturiser and helps to keep the hair strong and healthy

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Propylene Glycol, PEG-150 Distearate, Cetearyl Alcohol, PEG-150/Decyl Alcohol/SMDI Copolymer, Glycol Stearate, PVP/DMAA Acrylates Copolymer, Cetearth-20, PEG-90M, PEG-40 Hydrogenated Castor Oil, Polysorbate 60, Cocodimonium Hydroxypropyl, Hydrolyzed Wheat Protein, Benzophenone-3, Benzophenone-4, Parfum (Fragrance), Linalool, Hexyl Cinnamal, Alpha-Isomethyl Ionone, Phenoxyethanol, Triethylene Glycol, Sodium Benzoate.

### HAIR TYPE & STYLE

- Best for medium to long hair with texture
- Best for gentlemen with dry, thick and wavy hair, offering a natural light to medium hold
- Style Like: Oscar Wilde, John Wayne, Henry Cavill

### SELLING POINTS

- Use of high quality natural ingredients
- Water-soluble
- Easy to use
- Travel size

HOLD ●●●○○

SHINE ●●●○○

### NOTES

### DIRECTIONS FOR USE

Work a small amount of fibre between palms and style through damp or dry hair for a medium to light hold and a natural finish.





## JULEP PASTE

### PACKAGING

POT

### RRP (INDIA)

3,300 INR

### SIZE

100ml 3.3fl.oz.

### ISRC / BARCODE

682940004920

### INGREDIENT PROPERTIES

- Safe to use on a daily basis
- Water-soluble so washes out easily with no residue left on the hair
- Contains core ingredients such as PVP copolymer which encourages firmness, body and fullness to the hair
- Contains lanolin, a humectant that provides movable hold and helps to lock in moisture
- Contains wheat protein to strengthen the hair
- Contains limonene which is used for its antibacterial properties, also to relieve stress and to elevate mood

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Lanolin, Alcohol Denat (Alcohol), Petrolatum, Cetearyl Alcohol, PVP, Ethylhexyl Palmitate, Paraffinum Liquidum (Mineral Oil), PVP/VA Copolymer, Propylene Glycol, Copernicia Cerifera (Carnauba) Wax, Ozokerite, Ceteareth-20, Cocodimonium Hydroxypropyl, Hydrolyzed Wheat Protein, Benzophenone-3, Benzophenone-4, Parfum (Fragrance), Limonene, Linalool, Coumarin, Alpha-Isomethyl Ionone, Geraniol, Citronellol, Phenoxyethanol, Triethylene Glycol, Sodium Benzoate.

### HAIR TYPE & STYLE

- Best for medium to thick hair types wanting a strong hold with flexibility of movement. Designed for varying lengths of hair
- Best for classic cuts, extreme hold with a natural finish
- Style like: Laurence Olivier, Douglas Fairbanks Jr

### NOTES

### SELLING POINTS

- Use of high quality natural ingredients
- Water-soluble
- Easy to use
- Travel size

### DIRECTIONS FOR USE

- Work a small amount into hair and style as required. For a stronger hold apply to dry hair.
- For a medium hold apply to damp hair.

HOLD ●●●●○

SHINE ●●○○○



## EUCHRISMA CLAY

### PACKAGING

POT

### RRP (INDIA)

3,300 INR

### SIZE

100ml 3.3fl.oz.

### ISRC / BARCODE

682940004913

### INGREDIENT PROPERTIES

- Formula helps prevent hair from bundling together
- Safe to use on a daily basis
- Water soluble so washes out easily with no residue left on the hair
- Contains core ingredients such as PVP copolymer which encourages firmness, body and fullness to the hair
- Contains lanolin, a humectant that provides movable hold and helps to lock in moisture
- Contains wheat protein to strengthen the hair and castor oil, a natural moisturiser and which helps keep the hair strong and healthy
- Contains limonene which is used for its antibacterial products, also to relieve stress and to elevate mood

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Alcohol Denat (Alcohol), PVP/VA Copolymer, Stearic Acid, Propylene Glycol, Lanolin, Kaolin, Sorbitol, Paraffin, Copernicia Cerifera (Carnauba) Wax, Bentonite, Ozokerite, Steareth-21, Disteareth-100 IPDI, PEG-25 Hydrogenated Castor Oil, Cocodimonium Hydroxypropyl, Hydrolyzed Wheat Protein, Benzophenone-3, Benzophenone-4, Parfum(Fragrance), Limonene, Linalool, Butylphenyl, Methylpropional, Citronellol, Coumarin, Alpha-Isomethyl Ionone, Sodium Hydroxide, Phenoxyethanol, Triethylene Glycol, Sodium Benzoate, CI 77499.

### HAIR TYPE & STYLE

- Best for short and fine hair
- Best for short textured styles inc. faded crop, classic crop and classic pompadour (can be used on fine hair to give volume and thickness or thick hair for texture). Suitable for gentlemen wanting to achieve a naturally styled look
- Style like: Pete Reed, Nick Compton, Clive Owen, Eddle Redmayne

### DIRECTIONS FOR USE

Work a small amount of clay into the palm of your hand. Spread evenly through damp/dry hair to achieve a strong hold with flexibility of movement. For a wet look with strong hold, apply to damp hair. For textured natural finish with strong hold, apply to dry hair.

### NOTES

### SELLING POINTS

- Use of high quality natural ingredients
- Water-soluble
- Easy to use
- Travel size

HOLD



SHINE







## MONTE CARLO WITH OIL

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**3,700 INR**

### SIZE

**200ml 6.7fl.oz.**

### ISRC / BARCODE

**682940003626**

### INGREDIENT PROPERTIES

- Contains alcohol denat to purify the scalp
- Contain citrus aurantium bergamia peel oil which is an antiseptic and also helps to tone and cleanse both the hair and scalp. It also soothes skin irritations and minimises any marks or scars on the scalp by evening the skin tone
- Contains limonene which is used for its antibacterial properties and also aids in relieving stress and elevating one's mood
- Contains citronellol, a natural oil nourishing to the hair and scalp
- Contains linalool which is a critical component in the production of vitamin E which helps to relieve stress and also holds anti-inflammatory properties

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat, Paraffinum Liquidum, Aqua, Parfum, Citrus Aurantium Bergamia Peel Oil, Benzyl Alcohol, Limonene, Alpha-isomethyl Ionone, Linalool, Butylphenyl Methylpropional, Hydroxycitronellal, Citronellol, Geraniol, Benzyl Salicylate, Amyl Cinnamal, Citral, CI 19140, CI 42090.

### HAIR TYPE

Fine to medium hair needing a light to medium hold.

### NOTES

### SELLING POINTS

A traditional light dressing for all hair types which is designed to promote hair and scalp health whilst providing a light hold.

### DIRECTIONS FOR USE

Shake bottle to ensure all ingredients are properly mixed together. Massage a few drops into palm of hands and apply dressing to slightly damp or dry hair for a light to medium hold. Style as usual.

**HOLD** ●●○○○

**SHINE** ●●●●●



## LIMNOL

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**3,600 INR**

### SIZE

**200ml 6.7fl.oz.**

### ISRC / BARCODE

**682940002896**

### INGREDIENT PROPERTIES

- Contains ricinus communis seed oil, used as a humectant to intensely moisturise the hair and skin, providing hydration
- The ricinus communis seed oil helps to promote healing and stimulate tissue growth. It also has anti-inflammatory and anti-fungal properties. When used on a regular basis, it helps to lubricate the hair shaft, increasing flexibility and decreasing breakage
- Contains citrus medica vulgaris peel oil which can be used as an antiseptic to clear any impurities
- Contains linalool which is a critical component in the production of Vitamin E which helps relieve stress and has anti-inflammatory properties
- Contains limonene which is used for its antibacterial properties, also to relieve stress and to elevate mood
- Contains alcohol denat to purify the scalp

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat, Ricinus Communis Seed Oil, Limonene, Citrus Medica Vulgaris Peel Oil, Aqua, Citral, Linalool.

### HAIR TYPE

Best for medium to thick dry hair.

### NOTES

### SELLING POINTS

- A refreshing lime essence scent
- Enriched with castor oil which helps to promote a healthy scalp, whilst nourishing hair

### DIRECTIONS FOR USE

Shake bottle to ensure all ingredients are properly mixed together. Massage a few drops into palm of hands and apply dressing to slightly damp or dry hair for a medium to firm hold. Style as usual.

**HOLD**



**SHINE**





## EAU DE PORTUGAL

### PACKAGING

BOTTLE

### RRP (INDIA)

3,600 INR

### SIZE

200ml 6.7fl.oz.

### ISRC / BARCODE

682940003640

### INGREDIENT PROPERTIES

- Contains citrus aurantium dulcis peel oil which has strenghtening and stimulating properties, helps to promote relaxation, has antibacterial properties and is a natural source of the antioxidant vitamin C
- Contains limonene which is used for its antibacterial properties and also aids in relieving stress and elevating one's mood
- Contains linalool which is a critical component in the production of vitamin E which helps to relieve stress and also has anti-inflammatory properties
- Contains alcohol denat to purify the scalp

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat, Paraffinum Liquidum, Glycerin, Aqua, Limonene, Citrus Aurantium Dulcis Peel Oil, Linalool, Citral, CI 19140.

### HAIR TYPE

Short to medium length and fine hair.

### NOTES

### SELLING POINTS

- A light dressing for fine hair
- A light and zesty orange blossom essence
- Designed to give a light to medium hold

### DIRECTIONS FOR USE

Shake bottle to ensure all ingredients are properly mixed together. Massage a few drops into palm of hands and apply dressing to slightly damp or dry hair for a light hold. Style as usual.

HOLD ● ○ ○ ○ ○

SHINE ● ● ● ● ○



## TONIC LOTION SPECIAL

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**3,600 INR**

### SIZE

**200ml 6.7fl.oz.**

### ISRC / BARCODE

**682940000502**

### INGREDIENT PROPERTIES

- Contains lavandula angustifolia oil which has antiseptic, balancing, soothing and rejuvenating properties
- Contains eugenia caryophyllus leaf oil, a natural analgaesic, antiseptic and antioxidant
- Contains limonene which is used for its antibacterial properties and also aids in relieving stress and elevating one's mood.
- Contains linalool which is a critical component in the production of vitamin E which helps to relieve stress and has anti-inflammatory properties
- Contains citrus limon peel oil, a revitalising and uplifting antibacterial essential oil used for the maintaining of healthy hair and scalp
- Contains alcohol denat to purify the scalp

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat, Paraffinum Liquidum (White Oil Light BP), Aqua, Limonene, Citrus Limon Peel Oil, Lavandula Angustifolia Oil, Eugenia Caryophyllus Leaf Oil, Denatonium Benzoate, Benzoic Acid, Linalool, Eugenol, Geraniol.

### HAIR TYPE

All hair types. Especially recommended for fluffy or fly-away hair.

### NOTES

### SELLING POINTS

- A light, refreshing fragrance
- Designed to promote superior control and manageability for all types of hair

### DIRECTIONS FOR USE

Shake bottle to ensure all ingredients are properly mixed together. Massage a few drops into palm of hands and apply dressing to slightly damp or dry hair for a medium hold. Style as usual.

**HOLD** ● ○ ○ ○ ○

**SHINE** ● ● ● ● ○



## C.A.R. LOTION

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**3,600 INR**

### SIZE

**200ml 6.7fl.oz.**

### ISRC / BARCODE

**682940000489**

### INGREDIENT PROPERTIES

- Contains ricinus communis seed oil, which is used as a humectant to intensively moisturise hair and skin providing hydration
- Contains limonene which is used for its antibacterial properties, also to relieve stress and to elevate mood
- Contains citronellol, a natural oil nourishing to hair and scalp
- Contains linalool which is a critical component in the production of vitamin E which helps to relieve stress and also has anti-inflammatory properties
- Contains geraniol, an essential oil which has antioxidant, antibacterial and anti-inflammatory benefits
- Contains farnesol, an antibacterial ingredient very beneficial to sensitive skin
- Contains alcohol denat to purify the scalp

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat, Ricinus Communis Seed Oil, Linalool, Parfum, Aqua, Denatonium Benzoate, Benzyl Alcohol, Benzoic Acid, Alpha-Isomethyl Ionone, Geraniol, Benzyl Benzoate, Citronellol, Cinnamyl Alcohol, Hydroxycitronellal, Limonene, Amyl Cinnamal, Benzyl Salicylate, Farnesol, Anise Alcohol, Hexyl Cinnamal, Eugenol, Isoeugenol, Citral, C119140, C142090.

### HAIR TYPE

All hair types. Especially good for managing curly hair.

### NOTES

### SELLING POINTS

- Achieves a well-groomed look
- Contains the delicate fragrance of lily of the valley
- First created for the Royal Automobile Club in Pall Mall from which it took its name around 1900

### DIRECTIONS FOR USE

Shake bottle to ensure all ingredients are properly mixed together. Massage a few drops into palm of hands and apply dressing to slightly damp or dry hair for a medium hold. Style as usual.

**HOLD** ● ○ ○ ○ ○

**SHINE** ● ● ● ● ○





## C.A.R. CREAM (WITHOUT OIL)

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**3,700 INR**

### SIZE

**200ml 6.7fl.oz.**

### ISRC / BARCODE

**682940000496**

### INGREDIENT PROPERTIES

- Contains geraniol, an essential oil which has antioxidant, antibacterial and anti-inflammatory benefits
- Contains farnesol, an antibacterial ingredient very beneficial to sensitive skin
- Contains limonene which is used for its antibacterial properties, also to relieve stress and to elevate mood
- Contains citronellol, a natural oil nourishing to hair and scalp
- Contains alcohol denat to purify the scalp

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Alcohol Denat, Astragalus Gummifer Gum, Benzyl Alcohol, Parfum, Linalool, Alpha-Isomethyl Ionone, Geraniol, Hydroxycitronellal, Limonene, Amyl Cinnamal, Benzyl Salicylate, Farnesol, Anise Alcohol, Hexyl Cinnamal, Eugenol.

### HAIR TYPE

Suitable for medium to long hair. Ideal for achieving a natural look without sheen.

### NOTES

### SELLING POINTS

- Achieves a clean, well groomed look
- Contains the delicate fragrance of lily of the valley
- First created for the Royal Automobile Club
- Perfect for the 'slick back' look

**HOLD**



**SHINE**



### DIRECTIONS FOR USE

Apply a small amount into palms and massage evenly into damp hair. Style as desired.



## FRESHMAN FRICTION

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**3,600 INR**

### SIZE

**200ml 6.7fl.oz.**

### ISRC / BARCODE

**682940002902**

### INGREDIENT PROPERTIES

- Main purpose is for scalp invigoration and sterilisation
- Contains glycerin to prevent dryness and help moisturise the scalp
- Contains alcohol denat to purify the scalp
- Contains menthol which helps to relieve itchy and/or flaky scalps
- Contains citronellol, a natural oil nourishing to hair and scalp
- Contains coumarin, an organic compound with anti-fungicidal properties
- Contains limonene which is used for its antibacterial properties and also aids in relieving stress and elevating one's mood
- Has proven anti-inflammatory properties to calm dermatitis and as a fragrance is used to clear headaches

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat, Parfum, Aqua, Glycerin, Menthol, Limonene, Linalool, Alpha-Isomethyl Ionone, Hydroxyisohexyl 3-Cyclohexene Carboxaldehy, Hydroxycitronellal, Citronellol, Geraniol, Citral, Evernia Furfuracea Extract, Coumarin, Benzyl Cinnamate, Benzyl Benzoate, CI 19140.

### HAIR TYPE

Best for all scalps and medium to thick hair. Not good for very fine hair as it can make the hair greasy.

### NOTES

### SELLING POINTS

A wonderfully fresh, fragrant friction scented with our popular Freshman fragrance, that stimulates and invigorates the scalp.

### DIRECTIONS FOR USE

Vigorously massage a few drops into slightly damp hair. Style as usual. For best results, apply to slightly damp hair.

**HOLD** ○○○○○○

**SHINE** ○○○○○○



## ATHENIAN WATER

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**3,600 INR**

### SIZE

**200ml 6.7fl.oz.**

### ISRC / BARCODE

**682940002919**

### INGREDIENT PROPERTIES

- Contains limonene which is used for its antibacterial properties and also aids in relieving stress and elevating one's mood
- Contains linalool which is a critical component in the production of vitamin E, which helps to relieve stress and has anti-inflammatory benefits
- Contains citrus aurantium dulcis peel oil which has strengthening and stimulating properties, and helps to promote relaxation. It has antibacterial properties and is a natural source of the antioxidant vitamin C
- Contains alcohol denat to purify the scalp

### INGREDIENTS AS LISTED ON PACKAGING

Alcohol Denat, Aqua, Limonene, Citrus Aurantium Dulcis Peel Oil, Linalool, Citral.

### HAIR TYPE

Fine hair.

### NOTES

### SELLING POINTS

- A traditional friction for fine hair
- A light and zesty orange blossom essence
- Designed to promote scalp health whilst providing a light hold

### DIRECTIONS FOR USE

Massage a few drops into dry or damp hair to stimulate the scalp. Style as usual.

**HOLD** ○○○○○○

**SHINE** ○○○○○○





## NOTES

## 1805 LUXURY TRIPLE SOAP

### PACKAGING

BOX

### RRP (INDIA)

4,600 INR

### SIZE

3x150gm 3x5.3oz.

### ISRC / BARCODE

682940000373

### FRAGRANCE STORY

The inspiration for this exciting blend was derived from an original formulation dating back to the late 1850s, when Truefitt's offered a service of making up exclusive fragrances for various Regiments and prominent institutions, as well as other persons of eminent status. The resultant fragrances had names evoking the glorious British past of Victoria's reign and amongst them one would find rich fougères such as 'The Choice of the Rifle Brigade', 'The Favourite of the Royal Artillery', 'Jockey Club Bouquet', 'The Royal London Yacht Club Bouquet' or 'Knickerbocker Nosegay', as well as the delicately fragranced 'Palmerston Bouquet' which was specially blended for Viscount Palmerston, one of Queen Victoria's Prime Ministers. This blend was to inspire Truefitt's modern fragrance, 1805.

The recipe for 'Palmerston Bouquet' lay unused for over a century and only in 1998 was it brought back to be reformulated and reorchestrated. 1805 was finally launched in 1999, a fragrance commemorating the year in which William Francis Truefitt opened his salon doors for the first time and thus, established a business that was successfully to carry on for the next two centuries and beyond. 1805's original formulation may well have been blended by the skilful hands of the founder's grandson, Henry Truefitt. However, its successful reorchestration is now responsible for its unmistakably modern signature scent and its undoubted popularity.

### SELLING POINTS

- Linalool is a critical component in the production of vitamin E, which nourishes skin and has anti-inflammatory properties
- Contains limonene which is used for its antibacterial properties, and also helps to relieve stress and elevate one's mood
- Triple-milled to ensure superior quality
- Only the finest, vegetable-based ingredients are used ensuring a rich lather and long lasting fragrance

### INGREDIENTS AS LISTED ON PACKAGING

Sodium Palmate, Sodium Palm Kernelate, Aqua (Water), Sodium Chloride, Glycerin, Tetrasodium Etidronate, Tetrasodium EDTA, Parfum (Fragrance), Talc, Cetearyl Alcohol, Cetearth-33, Cetyl Alcohol, Palmitic Acid, Stearic Acid, Polysorbate-60, Cera Microcristallina, Paraffin, Paraffinum Liquidum, Peg-12 Dimethicone, Ci 77891, Ci 77492, Butylphenyl Methylpropional, Limonene, Linalool, Hydroxyisohexyl 3-cyclohexene Carboxaldehyde, Benzyl Benzoate, Eugenol, Citronellol.

### FRAGRANCE DESCRIPTION

A light, fresh, oceanic scent with top notes of bergamot and cardamom, a heart of cleary sage, nutmeg and lavender, and a base of sandalwood and cedar. Although the name marks the year of Truefitt & Hill's establishment and it celebrates our illustrious history, this signature scent is unmistakably modern.

### DIRECTIONS FOR USE

- Run your hands under warm water, take the soap between your hands and rub until a rich lather is created
- Apply to your body with circular motion
- Rinse thoroughly with warm water



## NOTES

## TRAFALGAR LUXURY TRIPLE SOAP

### PACKAGING

BOX

### RRP (INDIA)

4,600 INR

### SIZE

3x150gm 3x5.3oz.

### ISRC / BARCODE

682940000229

### FRAGRANCE STORY

Trafalgar owes its name to one of the most celebrated naval engagements in European history - the Battle of Trafalgar. This famous maritime confrontation took place off Cape Trafalgar, on the southern coast of Spain, on 21st October 1805, the very year in which William Francis Truefitt established his business. The battle pitted a British fleet of 27 ships, under the command of Admiral Horatio Nelson, against a larger combined fleet of France and Spain. Nelson's bold battle strategy ensured that 20 French and Spanish ships had been destroyed or captured, while not a single British vessel was lost.

The overwhelming British victory destroyed Napoleon's plan to invade England and helped to secure British Naval supremacy for years to come. The British however, suffered almost 1500 casualties, amongst them, Britain's hero, Admiral Nelson, who was mortally wounded. This captivating, spicy yet fresh woody fragrance, which is both daring and sophisticated, was created for men who, very much like the hero of Trafalgar, tackle life's little problems with great gusto!

### INGREDIENTS AS LISTED ON PACKAGING

Sodium Palmate, Sodium Palm Kernelate, Aqua (Water), Parfum (Fragrance), Glycerin, Palm Acid, Cetearyl Alcohol, Cetyl Alcohol, Sodium Chloride, Palm Kernel Acid, Stearic Acid, Petrolatum, Polysorbate 60, Palmitic Acid, Ceteareth-33, Peg-12 Dimethicone, Tetrasodium EDTA (or) Pentasodium Pentetate, Tetrasodium Etidronate (or) Etidronic Acid, C1 77891 (Titanium Dioxide), CI 77492 (Iron Oxide), Linanol, Eugenol, D-Limonene, Citral.

### FRAGRANCE DESCRIPTION

This captivating spicy wood fragrance reveals its distinguished heritage with top notes of cedar and sandalwood complemented by subtle hints of jasmine and spice. Named for the celebrated naval engagement that occurred on 21 October 1805, the very day William Francis Truefitt established his business, this sophisticated fragrance is ideal for men who, very much like the hero of Trafalgar, tackle life's little problems with great gusto!

### SELLING POINTS

- Linalool is a critical component in the production of vitamin E, which nourishes skin and has anti-inflammatory properties
- Contains limonene which is used for its antibacterial properties, and also helps to relieve stress and elevate one's mood
- Triple-milled to ensure superior quality
- Only the finest, vegetable-based ingredients are used ensuring a rich lather and long lasting fragrance

### DIRECTIONS FOR USE

- Run your hands under warm water, take the soap between your hands and rub until a rich lather is created
- Apply to your body with circular motion
- Rinse thoroughly with warm water



## NOTES

## WEST INDIAN LIMES LUXURY TRIPLE SOAP

### PACKAGING

**BOX**

### RRP (INDIA)

**4,600 INR**

### SIZE

**3x150gm 3x5.3oz.**

### ISRC / BARCODE

**682940000274**

### FRAGRANCE STORY

Since Christopher Columbus discovered the West Indies and claimed them for Spain in 1492, the Spaniards and later the Danes, Dutch, English and French gained great wealth from sugar and tobacco grown in the West Indies and took delight in the native exotic fruits, plants and also spices for their unusual fragrances. The delicate, but powerful fragrance emitted from the leaves, flowers and citrus fruits encouraged their use in a variety of infusions and soon became popular in the Royal Courts of Europe and England. Truefitt's first citrus fragrances were originally formulated in the 1870s and quickly became the favourite of Queen Victoria as well as the gentleman and ladies of her Court.

The Imperial Bouquet, especially blended for Queen Victoria by Truefitt's perfumers in 1876 to celebrate her crowning as Empress of India, was in fact a floral fougère with zesty and exotic top notes of citrus and orange blossom from which the present day West Indian Limes fragrance has evolved. This enchanting fragrance was reorchestrated in 1989 with great success, making it one of Truefitt's most popular, classic scents, which to this day remains a favourite with British Royalty.

### INGREDIENTS AS LISTED ON PACKAGING

Sodium Palmate, Sodium Palm Kernelate, Aqua (Water), Glycerin, Parfum (Fragrance), Talc, Cetearyl Alcohol, Cetyl Alcohol, Polysorbate-60, Palmitic Acid, Stearic Acid, Ci 77891 (Titanium Dioxide), Ceteareth-33, Sodium Chloride, Peg-12 Dimethicone, Cera Microcristallina, Paraffin, Paraffinum Liquidum, Tetrasodium Etidronate, Tetrasodium EDTA, Ci 77492, Limonene, Linalool, Citral, Geraniol, Citronellol.

### FRAGRANCE DESCRIPTION

Beyond any doubt, this fragrance belongs to the English classics. It is a rich, refreshing blend of zesty citrus and herbs resting on a base of oak moss. The original formulation was a favourite of Queen Victoria, blended to celebrate her crowning as Empress of India in 1876. It has remained a great success for over a century and a half, making it one of Truefitt & Hill's most popular classic scents, which to this day remains a firm favourite with numerous Truefitt & Hill patrons.

### SELLING POINTS

- Linalool is a critical component in the production of vitamin E, which nourishes skin and has anti-inflammatory properties
- Contains limonene which is used for its antibacterial properties, and also helps to relieve stress and elevate one's mood
- Triple-milled to ensure superior quality
- Only the finest, vegetable-based ingredients are used ensuring a rich lather and long lasting fragrance

### DIRECTIONS FOR USE

- Run your hands under warm water, take the soap between your hands and rub until a rich lather is created
- Apply to your body with circular motion
- Rinse thoroughly with warm water



## GRAFTON LUXURY TRIPLE SOAP

### PACKAGING

**BOX**

### RRP (INDIA)

**4,600 INR**

### SIZE

**3x150gm 3x5.3oz.**

### ISRC / BARCODE

**682940000328**

### FRAGRANCE STORY

Grafton is another fragrance whose name is intertwined with and inspired by the rich naval tradition of Britain. This classical, woody fragrance with spicy oriental notes was named to commemorate a long line of HMS Grafton battleships. The completion of the first HMS Grafton ship in 1679 marked the beginning of a lengthy and noble history for a long line of ships that have borne that name and have served throughout the world since the 17th century to the present day.

The name 'Grafton' was given to Truefitt's newly blended fragrance in 1983 at the suggestion of one of HMS Grafton's officers who, while being attended to by a Truefitt's barber, particularly liked this unmistakably masculine fougère aroma and suggested that the new fragrance be named after the gracious line of HM battleships.

### INGREDIENTS AS LISTED ON PACKAGING

Sodium Palmate, Sodium Palm Kernelate, Aqua (Water), Parfum (Fragrance), Glycerin, Palm Acid, Cetearyl Alcohol, Cetyl Alcohol, Sodium Chloride, Palm Kernel Acid, Stearic Acid, Petrolatum, Polysorbate 60, Palmitic Acid, Ceteareth-33, Peg-12 Dimethicone, Tetrasodium EDTA (or) Pentasodium Pentetate, Tetrasodium Etidronate (or) Etidronic Acid, CI 77891 (Titanium Dioxide), CI 77492 (Iron Oxide), Linalool, Limonene, Hexyl Cinnamal, Eugenol, Coumarin, Citronellol, Buthyl Phenyl Methyl Propional, Alpha-Isomethyl Ionone.

### FRAGRANCE DESCRIPTION

Another fragrance whose name is intertwined with the rich naval tradition of Great Britain. Named to commemorate a long line of battleships that have served throughout the world since the 17th century, Grafton was originally introduced in 1983 and named at the suggestion of a Truefitt & Hill customer, an officer serving on HMS Grafton. This warm, sophisticated and deeply masculine fragrance is spicy and herbaceous with a rich, woody background.

### NOTES

### SELLING POINTS

- Linalool is a critical component in the production of vitamin E, which nourishes skin and has anti-inflammatory properties
- Contains limonene which is used for its antibacterial properties, and also helps to relieve stress and elevate one's mood
- Triple-milled to ensure superior quality
- Only the finest, vegetable-based ingredients are used ensuring a rich lather and long lasting fragrance

### DIRECTIONS FOR USE

- Run your hands under warm water, take the soap between your hands and rub until a rich lather is created
- Apply to your body with circular motion
- Rinse thoroughly with warm water





## SANDALWOOD LUXURY TRIPLE SOAP

### PACKAGING

**BOX**

### RRP (INDIA)

**4,600 INR**

### SIZE

**3x150gm 3x5.3oz.**

### ISRC / BARCODE

**682940005552**

### FRAGRANCE STORY

A familiar and traditional name was given to one of our relatively recent fragrances. Launched in 2011, this sophisticated and refined fragrance for today's man is firmly anchored with soft base notes of sandalwood, tonka and cedar wood, while delicate middle accords of lavender and jasmine blend easily with a fruity twist of pineapple and melon to add a sparkle of freshness to this vibrant scent. Top notes of lemon and bergamot give a perfect finishing touch and artfully combine for a sublime and rich fragrance.

### INGREDIENTS AS LISTED ON PACKAGING

Sodium Palmate, Sodium Palm Kernelate, Aqua (Water), Glycerin, Talc, Parfum (Fragrance), Cetearyl Alcohol, Cetyl Alcohol, Stearic Acid, Polysorbate 60, Palmitic Acid, Cetearth-33, Sodium Chloride, Peg-12 Dimethicone, Paraffin, Paraffinum Liquidum, Cera Microcrystallina, Tetrasodium EDTA, Tetrasodium Etidronate, Ci 77891 (Titanium Dioxide), Ci 77491 (Iron Oxide), Citronellol, Coumarin, Limonene, Linalool.

### FRAGRANCE DESCRIPTION

Top notes of lemon and bergamot give a perfect finishing touch and artfully combine for a sublime and rich fragrance. This fresh update for a subtle classic has quickly become one of the most popular fragrances for the modern gentleman.

### NOTES

### SELLING POINTS

- Linalool is a critical component in the production of vitamin E, which nourishes skin and has anti-inflammatory properties
- Contains limonene which is used for its antibacterial properties, and also helps to relieve stress and elevate one's mood
- Triple-milled to ensure superior quality
- Only the finest, vegetable-based ingredients are used ensuring a rich lather and long lasting fragrance

### DIRECTIONS FOR USE

- Run your hands under warm water, take the soap between your hands and rub until a rich lather is created
- Apply to your body with circular motion
- Rinse thoroughly with warm water



## NOTES

## APSLEY LUXURY BATH SOAP

### PACKAGING

**BOX**

### RRP (INDIA)

**2,900 INR**

### SIZE

**200gm 7oz.**

### ISRC / BARCODE

**682940004623**

### FRAGRANCE STORY

This distinctive and captivating fragrance celebrates the spirit of men that inspires them to always achieve their personal greatness in whatever it is that they choose to do and it is named with one of Truefitt's past patrons in mind – the 1st Duke of Wellington, one of England's most esteemed sons, whose name conjures up the image of determination, sophistication and selfless courage. It is with the gentlemen who aspire to these values in mind, that Truefitt's Apsley fragrance was launched.

Apsley Cologne, named after the iconic London landmark and former residence of the 1st Duke of Wellington, has been formulated to ignite the senses with a refined blend of smouldering woods accentuated by light citrus notes. Apsley epitomises the quintessential English gentleman and its enduring name links the past with the free spirit of a modern age.

### INGREDIENTS AS LISTED ON PACKAGING

Sodium Palmate, Aqua (Water), Sodium Palm Kernelate, Glycerin, Parfum (Fragrance), Citric Acid, Butyrospermum Parkii (Shea) Butter, Sodium Chloride, Sodium Citrate, Tetrasodium Glutamate Diacetate, Limonene, Hydroxycitronellal, Citronellol, Hexyl Cinnamal, Linalool, Butylphenyl Methylpropional, Citral, Geraniol, CI 77891 (Titanium Dioxide).

### FRAGRANCE DESCRIPTION

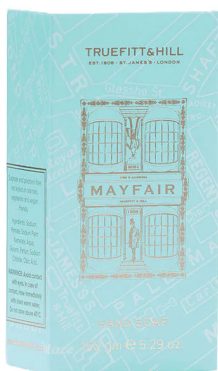
The harmonious overtones of woody vertivert are lifted with a refreshing essence of grapefruit and are accentuated by notes of pepper, while its heart of cedarwood and patchouli, which has been enriched by sensual notes of musk, gives an alluring base to this captivating fragrance.

### SELLING POINTS

- Contains shea butter which is known as an anti-ageing agent due to its ability to help increase circulation to the skin and promote cell renewal
- Linalool is a critical component in the production of vitamin E, which nourishes skin and has anti-inflammatory properties
- Contains limonene which is used for its antibacterial properties, and also helps to relieve stress and elevate one's mood
- Triple-milled to ensure superior quality
- Only the finest, vegetable-based ingredients are used ensuring a rich lather and long lasting fragrance

### DIRECTIONS FOR USE

- Run your hands under warm water, take the soap between your hands and rub until a rich lather is created
- Apply to your body with circular motion
- Rinse thoroughly with warm water



## MAYFAIR HAND SOAP

### PACKAGING

BOX

### RRP (INDIA)

3,800 INR

### SIZE

150gm 5.2oz.

### ISRC / BARCODE

682940011409

### FRAGRANCE STORY

MAYFAIR, the latest addition to Truefitt & Hill's fragrance collection, plays true to tradition as it captures and celebrates the essence of what it means today to be an individual of great taste with panache and passion for life. In many ways the fragrance tells a multitude of unique stories epitomising what the historic area of Mayfair means to different individuals – ultimately all of whom have one thing in common - this is their reality, this is their Mayfair. MAYFAIR opens with fresh notes of lemon and mandarin, whilst a herbal whisper of rosemary and bergamot mingles unexpectedly with a honeyed twist of neroli. A subtle note of musk grounds and completes this irresistible fragrancet

### INGREDIENTS AS LISTED ON PACKAGING

This blend employs notes from our Mayfair Cologne, such as lemon and mandarin, with a herbal whisper of rosemary and bergamot ending with a honeyed twist of neroli and musk that will complement your morning routine wonderfully.

### FRAGRANCE DESCRIPTION

A modern interpretation of colognes of the past, Mayfair opens with fresh notes of lemon and mandarin, whilst an herbal whisper of rosemary and bergamot mingles unexpectedly with a honeyed twist of neroli. A subtle note of musk grounds and completes this irresistible scent.

### NOTES

### SELLING POINTS

- Contains shea butter which is known as an anti-ageing agent due to it's ability to help increase circulation to the skin and promote cell renewal
- Linalool is a critical component in the production of vitamin E, which nourishes skin and has anti-inflammatory properties
- Contains limonene which is used for its antibacterial properties, and also helps to relieve stress and elevate one's mood
- Triple-milled to ensure superior quality
- Only the finest, vegetable-based ingredients are used ensuring a rich lather and long lasting fragrance

### DIRECTIONS FOR USE

- Run your hands under water, take the soap between your hands and rub until a rich lather is created
- Rinse thoroughly with water



## NOTES

## 1805 BATH & SHOWER GEL

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**2,500 INR**  
**1,400 INR**

### SIZE

**200ml 6.7fl.oz.**  
**100ml 3.3oz.**

### ISRC / BARCODE

**682940000380**  
**682940100394**

### FRAGRANCE STORY

The inspiration for this exciting blend was derived from an original formulation dating back to the late 1850s, when Truefitt's offered a service of making up exclusive fragrances for various Regiments and prominent institutions, as well as other persons of eminent status. The resultant fragrances had names evoking the glorious British past of Victoria's reign and amongst them one would find rich fougères such as 'The Choice of the Rifle Brigade', 'The Favourite of the Royal Artillery', 'Jockey Club Bouquet', 'The Royal London Yacht Club Bouquet' or 'Knickerbocker Nosegay', as well as the delicately fragranced 'Palmerston Bouquet' which was specially blended for Viscount Palmerston, one of Queen Victoria's Prime Ministers. This blend was to inspire Truefitt's modern fragrance, 1805.

The recipe for 'Palmerston Bouquet' lay unused for over a century and only in 1998 was it brought back to be reformulated and reorchestrated. 1805 was finally launched in 1999, a fragrance commemorating the year in which William Francis Truefitt opened his salon doors for the first time and thus, established a business that was successfully to carry on for the next two centuries and beyond. 1805's original formulation may well have been blended by the skilful hands of the founder's grandson, Henry Truefitt. However, its successful reorchestration is now responsible for its unmistakably modern signature scent and its undoubted popularity.

### SELLING POINTS

- Contains limonene has antibacterial properties, and also helps to relieve stress and elevate one's mood
- Contains pathenol is an excellent moisturiser which aids wound healing
- Contains Linalool which is a critical component in the production of vitamin E, which has anti-inflammatory properties
- Produces a rich lather
- Offers deep cleansing properties
- Will leave you feeling invigorated and refreshed

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Sodium Laureth Sulfate, Cocamide DEA, Parfum, Sodium Chloride, Lauryl Betaine, Panthenol, Glycerin, Citric Acid, Methylchloroisothiazolinone, Butylphenyl Methylpropional, Limonene, Linalool, Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde, Benzyl Salicylate, Eugenol, Citronellol, Geraniol, CI 19140 (Yellow 5).

### FRAGRANCE DESCRIPTION

A fresh ozonic fragrance, with top notes of white melon, bergamot and lemon combined with a floral lily, jasmine and rose heart resting on a spicy wood, moss, amber and musk base.

### DIRECTIONS FOR USE

- For best results use with a natural sponge
- Pour a small amount onto your sponge or hands and in a circular motion lather onto your body
- Rinse thoroughly when done



## TRAFALGAR BATH & SHOWER GEL

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**2,500 INR**  
**1,400 INR**

### SIZE

**200ml**    **6.7fl.oz.**  
**100ml**    **3.3oz.**

### ISRC / BARCODE

**682940000236**  
**682940100417**

### FRAGRANCE STORY

Francis Truefitt first established his gentlemen's hairdressing and perfumery business in 1805 the year of Nelson's victorious battle fought at Cape Trafalgar. Our gentlemen's toiletries are carefully blended with natural and discreet fragrances to stimulate, soothe and refresh the skin. Many of our fine preparations have been formulated for over 200 years and are still sold to the nobility, whose families have been aware of Truefitt & Hill's tradition as purveyors of excellence throughout the generations.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua, Sodium Laureth Sulfate, Cocamide DEA, Parfum, Sodium Chloride, Lauryl Betaine, Panthenol, Glycerin, Citric Acid, Magnesium Nitrate, Magnesium Chloride, 2-Bromo-2-Nitropropane-1, 3-Diol, Methylchloroisothiazolinone, Methylisothiazolinone, Limonene, Linalool, Citral, Eugenol, Geraniol, CI 42090.

### FRAGRANCE DESCRIPTION

A fresh ozonic fragrance, with top notes of white melon, bergamot and lemon combined with a floral lily, jasmine and rose heart resting on a spicy wood, moss, amber and musk base.

### NOTES

### SELLING POINTS

- Contains limonene has antibacterial properties, and also helps to relieve stress and elevate one's mood
- Contains panthenol is an excellent moisturiser which aids wound healing
- Contains Linalool which is a critical component in the production of vitamin E, which has anti-inflammatory properties
- Produces a rich lather
- Offers deep cleansing properties
- Will leave you feeling invigorated and refreshed

### DIRECTIONS FOR USE

- For best results use with a natural sponge
- Pour a small amount onto your sponge or hands and in a circular motion lather onto your body
- Rinse thoroughly when done



## NOTES

## WEST INDIAN LIMES BATH & SHOWER GEL

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**2,500 INR**  
**1,400 INR**

### SIZE

**200ml**    **6.7fl.oz.**  
**100ml**    **3.3oz.**

### ISRC / BARCODE

**682940000281**  
**682940100400**

### FRAGRANCE STORY

Since Christopher Columbus discovered the West Indies and claimed them for Spain in 1492, the Spaniards and later the Danes, Dutch, English and French gained great wealth from sugar and tobacco grown in the West Indies and took delight in the native exotic fruits, plants and also spices for their unusual fragrances. The delicate, but powerful fragrance emitted from the leaves, flowers and citrus fruits encouraged their use in a variety of infusions and soon became popular in the Royal Courts of Europe and England. Truefitt's first citrus fragrances were originally formulated in the 1870s and quickly became the favourite of Queen Victoria as well as gentleman and ladies of her Court.

The Imperial Bouquet, especially blended for Queen Victoria by Truefitt's perfumers in 1876 to celebrate her crowning as Empress of India, was in fact a floral fougère with zesty and exotic top notes of citrus and orange blossom from which the present day West Indian Limes fragrance has evolved. This enchanting fragrance was reorchestrated in 1989 with great success, making it one of Truefitt's most popular, classic scents, which to this day remains a favourite with British Royalty.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Sodium Laureth Sulfate, Cocamide DEA, Lauryl Betaine, Panthenol, Glycerin, Sodium Chloride, Ethylhexylglycerin, Citric Acid, Phenoxyethanol, Benzophenone-4, 2-Bromo-2-Nitropropane-1, 3-Diol, Parfum (Fragrance), Limonene, Citral, Linalool, Geraniol, Eugenol, Citronellol, Coumarin, CI 19140, CI 42090.

### FRAGRANCE DESCRIPTION

A refreshing, effervescent and zesty fragrance, in which lively top notes of lime, verbena and bergamot are combined with a heart of lavender, orange blossom and clove and a powdery base note.

### SELLING POINTS

- Contains limonene has antibacterial properties, and also helps to relieve stress and elevate one's mood
- Contains panthenol is an excellent moisturiser which aids wound healing
- Contains Linalool which is a critical component in the production of vitamin E, which has anti-inflammatory properties
- Produces a rich lather
- Offers deep cleansing properties
- Will leave you feeling invigorated and refreshed

### DIRECTIONS FOR USE

- For best results use with a natural sponge
- Pour a small amount onto your sponge or hands and in a circular motion lather onto your body
- Rinse thoroughly when done



## GRAFTON BATH & SHOWER GEL

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**2,500 INR**  
**1,400 INR**

### SIZE

**200ml**    **6.7fl.oz.**  
**100ml**    **3.3oz.**

### ISRC / BARCODE

**682940000335**  
**682940100424**

### FRAGRANCE STORY

Grafton is another fragrance whose name is intertwined with and inspired by the rich naval tradition of Britain. This classical, woody fragrance with spicy oriental notes was named to commemorate a long line of HMS Grafton battleships. The completion of the first HMS Grafton ship in 1679 marked the beginning of a lengthy and noble history for a long line of ships that have borne that name and have served throughout the world since the 17th century to the present day.

The name 'Grafton' was given to Truefitt's newly blended fragrance in 1983 at the suggestion of one of HMS Grafton's officers who, while being attended to by a Truefitt's barber, particularly liked this unmistakably masculine fougère aroma and suggested that the new fragrance be named after the gracious line of HM battleships.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Sodium Laureth Sulfate, Sodium Chloride, Cocamide DEA, Parfum, Lauryl Betaine, Panthenol, Glycerin, Citric Acid, Magnesium Nitrate, Magnesium Chloride, 2-Bromo-2-Nitropropane-1, 3-Diol, Methylchloroisothiazolinone, Methylisothiazolinone, Linalool, Citronellol, Butylphenyl Methylpropional, Hexyl Cinnamal, Limonene, Alpha-Isomethyl Ionone, Coumarin, Eugenol, Geraniol, Cinnamal, Benzyl Benzoate, CI 19140, CI 42090.

### FRAGRANCE DESCRIPTION

A sophisticated fragrance for men of distinction that has top notes of lavender, lemon and basil, a heart of wood, cedar, incense and rose, and a base of patchouli, sandal, tonka, amber and musk.

### NOTES

### SELLING POINTS

- Contains limonene has antibacterial properties, and also helps to relieve stress and elevate one's mood
- Contains panthenol is an excellent moisturiser which aids wound healing
- Contains Linalool which is a critical component in the production of vitamin E, which has anti-inflammatory properties
- Produces a rich lather
- Offers deep cleansing properties
- Will leave you feeling invigorated and refreshed

### DIRECTIONS FOR USE

- For best results use with a natural sponge
- Pour a small amount onto your sponge or hands and in a circular motion lather onto your body
- Rinse thoroughly when done





## NOTES

## SANDALWOOD BATH & SHOWER GEL

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**2,500 INR**  
**1,400 INR**

### SIZE

**200ml**    **6.7fl.oz.**  
**100ml**    **3.3oz.**

### ISRC / BARCODE

**682940005569**  
**682940100431**

### FRAGRANCE STORY

Launched in 2011, this sophisticated and refined fragrance for today's man is firmly anchored with soft base notes of sandalwood, tonka and cedarwood, while delicate middle accords of lavender and jasmin blend easily with a fruity twist of pineapple and melon to add a sparkle of freshness to this vibrant scent.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Sodium Laureth Sulfate, Parfum (Fragrance), Cocamide DEA, Lauryl Betaine, Panthenol, Glycerin, Sodium Chloride, Ethylhexylglycerin, Citric Acid, Phenoxyethanol, Benzophenone-4, 2-Bromo-2-Nitropropane-1, 3-Diol, Citronellol, Coumarin, Limonene, Linalool, Eugenol, Geraniol, Citral, Isoeugenol, CI 19140, CI 42090.

### FRAGRANCE DESCRIPTION

Top notes of lemon and bergamot give a perfect finishing touch and artfully combine for a sublime and rich cologne. This fresh update for a subtle classic has quickly become one of the most popular fragrances for the modern gentleman.

### SELLING POINTS

- Contains limonene has antibacterial properties, and also helps to relieve stress and elevate one's mood
- Contains pathenol is an excellent moisturiser whichs aids wound healing
- Contains Linalool which is a critical component in the production of vitamin E, which has anti-inflammatory properties
- Produces a rich lather
- Offers deep cleansing properties
- Will leave you feeling invigorated and refreshed

### DIRECTIONS FOR USE

- For best results use with a natural sponge
- Pour a small amount onto your sponge or hands and in a circular motion lather onto your body
- Rinse thoroughly when done





## MAYFAIR BATH & SHOWER GEL

### PACKAGING

**BOTTLE**  
**TRAVEL SIZE**

### RRP (INDIA)

**3,900 INR**  
**2,100 INR**

### SIZE

**200ml**    **6.7fl.oz.**  
**100ml**    **3.3oz.**

### ISRC / BARCODE

**682940011393**  
**682940100394**

### FRAGRANCE STORY

MAYFAIR, the latest addition to Truefitt & Hill's fragrance collection, plays true to tradition as it captures and celebrates the essence of what it means today to be an individual of great taste with panache and passion for life. In many ways the fragrance tells a multitude of unique stories epitomising what the historic area of Mayfair means to different individuals – ultimately all of whom have one thing in common - this is their reality, this is their Mayfair. MAYFAIR opens with fresh notes of lemon and mandarin, whilst a herbal whisper of rosemary and bergamot mingles unexpectedly with a honeyed twist of neroli. A subtle note of musk grounds and completes this irresistible fragrant

### INGREDIENTS AS LISTED ON PACKAGING

This blend employs notes from our Mayfair Cologne, such as lemon and mandarin, with a herbal whisper of rosemary and bergamot ending with a honeyed twist of neroli and musk that will complement your morning routine wonderfully.

### FRAGRANCE DESCRIPTION

A modern interpretation of colognes of the past, Mayfair opens with fresh notes of lemon and mandarin, whilst an herbal whisper of rosemary and bergamot mingles unexpectedly with a honeyed twist of neroli. A subtle note of musk grounds and completes this irresistible scent.

### NOTES

### SELLING POINTS

- Contains limonene has antibacterial properties, and also helps to relieve stress and elevate one's mood
- Contains pathenol is an excellent moisturiser which aids wound healing
- Contains Linalool which is a critical component in the production of vitamin E, which has anti-inflammatory properties
- Produces a rich lather
- Offers deep cleansing properties
- Will leave you feeling invigorated and refreshed

### DIRECTIONS FOR USE

- For best results use with a natural sponge
- Pour a small amount onto your sponge or hands and in a circular motion lather onto your body
- Rinse thoroughly when done



## INVIGORATING BATH & SHOWER SCRUB

### PACKAGING

**BOTTLE**

### RRP (INDIA)

**3,900 INR**

### SIZE

**365ml 12.34fl.oz.**

### ISRC / BARCODE

**682940100141**

### FRAGRANCE STORY

For over two centuries, Truefitt & Hill has provided the most discerning gentlemen around the world with the finest in grooming products and barbering services. With light rosemary and mint fragrance and exfoliating jojoba beads, this formula will help remove the dead skin cell build up and leave your skin smooth and polished. If used regularly, our scrub will help to improve skin texture while replenishing the moisture lost through the exfoliating process.

### INGREDIENTS AS LISTED ON PACKAGING

Aqua (Water), Sodium Laureth Sulfate, Cocamide DEA, Hydrogenated Jojoba Oil, Cocamidopropyl Betaine, PEG-7 Glyceryl Cocoate, Aloe Barbadensis Leaf Juice, Acrylates / C10-30 Alkyl Acrylate Crosspolymer, Sodium Lauroyl Sarcosinate, Glycerin, Sodium Chloride, Disodium EDTA, Alcohol Denat, Sodium Laurate, Citric Acid, Chondrus Crispus Extract, Limonium Vulgare Flower / Leaf / Stem Extract, Thymus Serpyllum Extract, Fucus Vesiculosus Extract, Algae Extract, Magnesium Nitrate, Magnesium Chloride, Triethanolamine, Benzoic Acid, Potassium Sorbate, 2-Bromo-2-Nitropropane-1, 3-Diol, Methylchloroisothiazolinone, Methylisothiazolinone, Parfum (Fragrance), Limonene, CI 47005, CI 42090.

### FRAGRANCE DESCRIPTION

Scented with an exceptionally refreshing rosemary-mint fragrance.

### NOTES

### SELLING POINTS

- The naturally occurring vitamin E combines with the jojoba beads - a natural exfoliant - to help heal the skin
- Contains a chelating agent that does not allow minerals from hard water to adhere to the skin
- Algae extract nourishes the skin with vitamins and minerals and protects the skin from antioxidant stress
- Gentle exfoliator
- Helps replenish moisture into skin as it is non-stripping and non-drying
- Refreshing rosemary-mint fragrance

### DIRECTIONS FOR USE

- For best results use with a natural sponge
- Pour a small amount onto your sponge or hands and in a circular motion lather onto your body
- Rinse thoroughly when done



BATH OIL

PACKAGING	RRP (INDIA)	SIZE	ISRC / BARCODE
BOTTLE	4,700 INR	100ml    2 fl.oz.	682940020050

PRODUCT DESCRIPTION

Let your ailments drift away with our traditional Bath Oil. Based on a recipe that dates back almost 200 years, our Bath Oil is crafted with a unique blend of carefully selected aromatic essential oils, which are renowned for their therapeutic properties and promotion of well-being.

Our Bath Oil offers a sumptuous indulgence that will soothe, condition, and moisturize your skin, and help you to relax your mind and put your body at ease.

INGREDIENTS

This formulation combines, lavender oil, renowned for promoting a feeling of relaxation and encouraging a good night's sleep, rosemary oil, which helps to stimulate blood circulation and boost the immune system by helping to reduce stress and anxiety stress levels pine and eucalyptus oils, which support clearing of the nasal and bronchial passages, lemon oil, renowned for invigorating andre freshening properties.

NOTES

DIRECTIONS FOR USE

Run the bath first and add the oil to the still water, creating a little puddle of aromatic oil to slide into. You can then rub some bath oil into your skin. Rather than placing the oil in the tub, pour a bit into your hands and massage it gently onto the skin before getting into the tub.





## WELLINGTON SHAVING BRUSH

RRP (INDIA)

14,000 INR

SIZE

100 mm

ISRC / BARCODE

682940001912

### PRODUCT DESCRIPTION

From the Wellington collection of grooming accessories. Truefitt & Hill's badger haired shaving brushes are hand-made in the UK with the finest quality super badger hair. The fibrous natural bristles of the badger haired brush hold significantly more water than their synthetic equivalent, making badger haired brushes the best accompaniment to your shaving ritual. Available in Faux Ivory, Horn, Porcelain and Ebony.





## REGENCY SHAVING BRUSH

### RRP (INDIA)

14,000 INR

### SIZE

100 mm

### ISRC / BARCODE

682940001790

### PRODUCT DESCRIPTION

From the Regency Collection of grooming accessories. Truefitt & Hill's badger haired shaving brushes are hand-made in the UK with the finest quality super badger hair. The fibrous natural bristles of the badger haired brush hold significantly more water than their synthetic equivalent, making badger haired brushes the best accompaniment to your shaving ritual. Available in Faux Ivory, Horn and Ebony.





## TURNBACK SHAVING BRUSH

### RRP (INDIA)

**13,900 INR**

### SIZE

**110 mm**

### ISRC / BARCODE

**682940003077**

### PRODUCT DESCRIPTION

From the Turnback Collection of grooming accessories. Truefitts' Faux badger haired shaving brushes are hand-made in the UK with the finest quality Bristles. The fibrous bristles of the Faux badger haired brush hold significantly more water than their synthetic equivalent, making Faux badger haired brushes the best accompaniment to your shaving ritual. Brush comes with protective travel tube, that also doubles as an extended handle. Available in both Faux Ivory and Ebony.





## EBONY TUBE TRAVELLER SHAVING BRUSH

### RRP (INDIA)

10,300 INR

### SIZE

90 mm

### ISRC / BARCODE

682940003022

### PRODUCT DESCRIPTION

From the Traveller Collection of grooming accessories.

Truefitt & Hill's shaving brushes are hand-made in the UK with the finest quality. The fibrous natural bristles of the brush hold significantly more water than their synthetic equivalent, making the brushes the best accompaniment to your shaving ritual. Brush comes with protective travel tube and brush-care instructions. Available in both Faux Ivory and Ebony.



## TUBE IVORY TRAVELLER SHAVING BRUSH

### RRP (INDIA)

9,800 INR

### SIZE

100 mm

### ISRC / BARCODE

000000000000

### PRODUCT DESCRIPTION

From the Traveller Collection of grooming accessories.  
Truefitt & Hill's shaving brushes are hand-made in the UK with the finest quality.  
The fibrous natural bristles of the brush hold significantly more water than their synthetic equivalent, making the brushes the best accompaniment to your shaving ritual.  
Brush comes with protective travel tube and brush-care instructions.  
Available in both Faux Ivory and Ebony.





## EDWARDIAN COLLECTION MACH III

RRP (INDIA)

30,800 INR

SIZE

N/A

ISRC / BARCODE

682940003282

### PRODUCT DESCRIPTION

Truefitts' traditional shaving set comprising a matching brush, razor and stand. Available in four styles, Faux Ebony, Ivory, Blue Opal and Horn. Made in the UK and beautifully finished by hand with a perfectly balanced razor and hand made super badger shaving brush. Suitable for use with the standard Mach III blades.

"Razors have their respective blades attached with them."





## EDWARDIAN COLLECTION FUSION

RRP (INDIA)

41,300 INR

SIZE

N/A

ISRC / BARCODE

682940003510

### PRODUCT DESCRIPTION

Truefitts' traditional shaving set comprising a matching brush, razor and stand. Available in four styles, Faux Ebony, Ivory, Blue Opal and Horn. Made in the UK and beautifully finished by hand with a perfectly balanced razor and hand made super badger shaving brush. Suitable for use with the standard Mach III blades.

"Razors have their respective blades attached with them.





## FAUX HORN FUSION SHAVING RAZOR CHROME WELLINGTON

RRP (INDIA)

21,100 INR

SIZE

N/A

ISRC / BARCODE

682940002650

### PRODUCT DESCRIPTION

Truefitts "Wellington" style razor with a Fusion head. Made in the UK, our specially weighted and ergonomically hand-crafted razor handles are designed to assist in giving you the smoothest, safest shave possible. Available in Faux Ivory, Horn, Porcelain and Ebony with a chrome finish. Colour of head button may vary between grey/black. Merely select your combination from the menu below to assemble your perfect razor.

"Razors have their respective blades attached with them."





FAUX HORN MACH III SHAVING RAZOR CHROME WELLINGTON

RRP (INDIA)	SIZE	ISRC / BARCODE
14,100 INR	N/A	682940002650

**PRODUCT DESCRIPTION**

Truefitts "Wellington" style razor with a Mach III head. Made in the UK, our specially weighted and ergonomically hand-crafted razor handles are designed to assist in giving you the smoothest, safest shave possible. Available in Faux Ivory, Horn, Porcelain and Ebony with a chrome finish. Merely select your combination from the menu below to assemble your perfect razor.

"Razors have their respective blades attached with them."





REGENCY RAZOR

RRP (INDIA)	SIZE	ISRC / BARCODE
14,800 INR	N/A	682940000878

**PRODUCT DESCRIPTION**

Truefitts' traditional shaving set comprising a matching brush, razor and stand. Available in four styles, Faux Ebony, Ivory, Blue Opal and Horn. Made in the UK and beautifully finished by hand with a perfectly balanced razor and hand made super badger shaving brush. Suitable for use with the standard Mach III blades.

"Razors have their respective blades attached with them.





## WELLINGTON RAZOR : DOUBLE

RRP (INDIA)

10,400 INR

SIZE

N/A

ISRC / BARCODE

682940002636

### PRODUCT DESCRIPTION

The Double Edge Razor, together with an Open Razor, is our most traditional choice and its popularity is on a steady increase as men return to the classic way of shaving. For those men who are not comfortable using an Open Razor, the Double Edge Razor is the perfect choice.

Our specially weighted and ergonomically hand-crafted razors are designed to assist in giving you the smoothest, safest shave possible.

Comes in Faux Ivory, Faux Horn, Faux Porcelain, Faux Blue Opal and Faux Ebony with a chrome finish.



## OUR COMMITMENT

We, Truefitt & Hill (Gentlemen's Grooming) Limited, conduct all aspects of our business according to our core commitments.

### Environment

We take seriously our responsibility to protect the environment and to monitor and minimise the short and long term impact our business has on the world around us.

We will continuously strive to minimise our impact on the environment, use natural resources and energy with great care, fully comply with all relevant environmental legislation, choose environmentally aware suppliers (who source their raw materials within a sustainable supply chain, use them efficiently and who hold appropriate accreditations), minimise our carbon footprint, re-use and recycle components and materials, reduce energy consumption and pollution, promote efficient use of materials and resources throughout our business and supply chain (including water, electricity, raw materials and other resources), predominantly use rail and sea to distribute our products, limit business travel as far as possible, use sustainably sourced

and recyclable product packaging, and promote environmental awareness.

### Animal Testing

We are fundamentally opposed to any form of animal testing. We are committed to only working with suppliers who do not undertake any animal testing, and who ensure that there is no animal testing conducted within their supply chain.

We will never permit animal testing in the production or testing of any of our products and insist on regular certification to this effect from our suppliers.

### Corporate Sustainability and Social Responsibility

We are committed to ensure that our business practices are sustainable and responsible at every level within our wider business and supply chain.

We comply with all relevant UK and EU laws, work with suppliers who have strong environmental and sustainability policies in place, are committed to recycling and to using recycled materials, strive to reduce our carbon footprint,

work almost exclusively with UK suppliers, use natural, sustainably sourced raw materials and ingredients wherever possible in our products, use all natural sources with great care, recognise the need to protect the environment, local communities and the animal kingdom, do not sell or stock any products made from ivory or tortoiseshell, or leather made from the hides of wild and/or endangered animals, recognise the need to conserve natural resources and energy, take steps to minimise our energy and water use, promote local craftsmanship and artisanship, strive to be good and responsible employers, promote our employees' wellbeing, foster a culture of inclusivity, non-prejudice and openness, and promote equal pay, diversity and inclusion in the workplace, employing men and women of all ages, religious denominations, nationalities and backgrounds.

We also believe in the highest standards of ethics and professionalism, ensure that all our business practices, partnerships and collaborations are legitimate, conduct our business with integrity, openness and respect for human rights, promote safety and fair dealing

within our workplace and supply chain, respect and support for our customers, employees and suppliers, have a transparent pricing and returns policy, strongly oppose and condemn all unethical labour practices (including slavery and child labour), treat our staff, clients and business colleagues with respect, understanding and fairness, believe strongly in giving back to the local community and have an active policy of supporting local charities.

### Palm Oil

None of our products contain palm oil. Our colognes, aftershaves, shaving creams and aftershave balms contain some palm oil derivatives, all of which are sourced from suppliers who are certified or accredited by the Roundtable on Sustainable Palm Oil (RSPO), Green Palm or Cosmos Naturals.

We are committed to ensuring that the palm oil derivatives used in our products are fully sustainable, do not contribute to deforestation and have minimal impact on local communities and the wider global environment.





[TRUEFITTANDHILL.CO.UK](http://TRUEFITTANDHILL.CO.UK)