

BA
MEN



POLA INC., Confidential

This document is strictly for educational and training purposes only.
No part of this publication may be reproduced or transmitted in any form or by any means.

The choice of men with sense of quality

B.A MEN

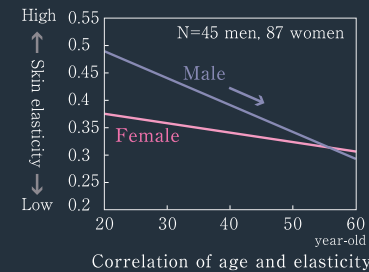
The aging process in men goes rapidly.

Male skin, due to UV rays, shaving razors and excess sebum, tends to be rough and difficult to treat. POLA's ultimate brand, B.A, have come up with a breakthrough solution for it — B.A MEN.

It was discovered that the penetration routes in male skin are usually damaged, preventing ingredients from being absorbed.

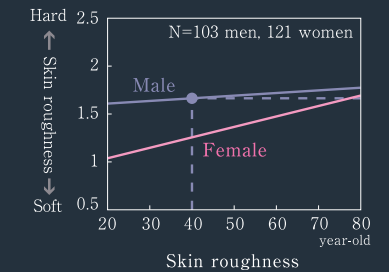
The visible results based on our unique Bio-Active Theory, elevate one's status as a sophisticated man.

Male skin ages fast and firmness declines dramatically.



Correlation of age and elasticity

The skin of 40 year-old men has the same roughness as that of 80 year-old women.



Skin roughness

(Researched by POLA)

The need for male skin,
B.A MEN, debuts.



B.A MEN THE SOAP **NEW**

100 g NET WT. 3.5 Oz.

Cleanses and softens the rough skin.
Makes the skin supple and ready to absorb ingredients smoothly*.



B.A MEN THE SERUM **NEW**

90 mL 3.0 Fl Oz.

Rich drop of essence penetrates as if melting into the skin to create a firm and energized skin.

※B.A MEN THE SERUM sample only. (One sachet contains amount of 2 times use.)

*Moisturizing ingredient

Skincare regimen



THE SOAP

THE SERUM

Amount of use:
1 push at each time

INGREDIENTS:

WATER (AQUA), HYDROGENATED POLY(C6-12 OLEFIN), BUTYLENE GLYCOL, LIMNANTHES ALBA (MEADOWFOAM) SEED OIL, HYDROGENATED RAPESEED OIL, PEG-25 STEARATE, DIMETHICONE, PEG-32, PEG-6, GLYCERIN, SORBITAN STEARATE, PHENOXYETHANOL, DIGLYCERIN, METHYLPARABEN, GLYCOSYL TREHALOSE, ALCOHOL, ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER, HYDROGENATED STARCH HYDROLYSATE, FRAGRANCE (PARFUM), BEHENYL ALCOHOL, CETYL ALCOHOL, PEG-150, PROPYLPARABEN, POTASSIUM HYDROXIDE, PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) SEED EXTRACT, CARBOMER, HYDROXYETHYLCELLULOSE, POLYGLYCERYL-2 OLEATE, ARCTIUM LAPPA ROOT EXTRACT, CENTELLA ASIATICA EXTRACT, DIPOTASSIUM GLYCYRRHIZATE, GLYCOGEN, PANAX GINSENG ROOT EXTRACT, PROPYLENE GLYCOL ALGINATE, PENTASODIUM PENTETATE, EUGENIA CARYOPHYLLUS (CLOVE) FLOWER EXTRACT, TOCOPHEROL, ARNICA MONTANA FLOWER EXTRACT, LACTOBACILLUS/ROYAL JELLY FERMENT FILTRATE, ASTRAGALUS SINICUS EXTRACT, HYDROGENATED LECITHIN, HYDROLYZED CONCHIOLIN PROTEIN, PHYTOSTEROLS, ACHILLEA MILLEFOLIUM EXTRACT, ZOSTERA MARINA EXTRACT, SOPHORA ANGUSTIFOLIA ROOT EXTRACT, ARTEMISIA PRINCEPS EXTRACT, COPTIS JAPONICA ROOT EXTRACT, SWERTIA JAPONICA EXTRACT, ETHYLPARABEN, HYPERICUM PERFORATUM FLOWER/LEAF/STEM EXTRACT