



George Cupac wears: suit, \$4490, shirt, \$795, tie, \$325, pocket square, \$199, all by Tom Ford; shoes, \$245, by Beau Coops.

# GEORGE CUPAC

MR.



**Living abroad,** George Cupac was frustrated by the lack of skincare products available to men, so when he arrived back in Australia he decided to start his own brand. There was only one problem — Cupac knew nothing about the skincare industry. He embarked on a research mission that would ultimately result in the launch of Mr.

“A successful brand is more than just clever marketing; you have to have a credible product,” explains Cupac, who compensated for his own lack of technical know-how by joining forces with Dr Jacob Vromen. Vromen had three decades of experience

in transdermal drug delivery research, development and manufacturing. He was also one of the early innovators of native Australian plant use and emulsion technology. “We are all about the products and the integrity of the formulations,” says Cupac of his and Vromen’s approach. “Men want simplicity. It’s obvious from the name that this is a men-only brand. It makes men feel comfortable straight away”.

The ingredients of Mr. products are predominantly derived from Australian indigenous plants, though other classic natural ingredients such as lemon myrtle, tea tree oil, chamomile and lavender are also thrown into the mix. Everything in the Mr. range makes use of Vromen’s transdermal technology to ensure the products reach their intended destination within the skin.

Cupac is concerned with maintaining hydration in the hot, dry Australian climate. He’s dubious about anti-ageing products, advising it’s wisest to avoid the damage to your skin in the first place rather than try and repair it later on. “We prefer to use the term rejuvenation. Prevention of ageing through hydration and protection [SPF] is the best way”.

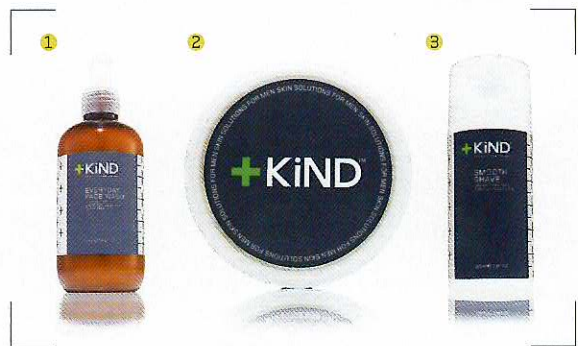
- 1. Liquid body scrub, 250ml, \$49
  - 2. Facial cleansing scrub, 80ml, \$35
  - 3. Eye firming gel, 15ml, \$55
- [mressentials.com](http://mressentials.com)



# PAUL ANDERSON

KIND

Paul Anderson wears: suit, \$1213, shirt, \$352, tie, \$170, all by Lagerfeld.



**Five years ago,** Paul Anderson launched MANKIND, a men’s day spa in Sydney’s Surry Hills. More than 7500 clients later comes the launch of KIND, his skincare line for men. Two years in the making, and tried and tested by MANKIND’s most demanding clients, KIND is now available to the general public.

Anderson took an organic approach to developing his range. “We took all the chemicals out,” he says. “Our products are not only sulfate-free, but also free from parabens, artificial fragrances and colours. Using ingredients like coconut, avocado oil, rosehip oil and

white tea extract, as well as essential oils and natural botanical extracts, we are able to achieve excellent results without harming the skin or provoking allergic reactions”. Anderson’s also a big fan of tea tree oil’s soothing, anti-inflammatory and antibacterial properties and adds it in wherever possible.

Years of harsh sun exposure while surfing prompted Anderson’s interest in skincare. “A bad sunburn during a surfing trip to Bali made me acutely aware of the delicate nature of skin. After that I was more careful and more interested in protecting my skin and

preventing further damage. I feel that the skincare industry can be antiquated in the way it markets men’s products. The focus is heavily on men being highly active and sporty, but there’s more to men than just fragrance and aftershave. Sometimes it’s as simple as giving guys a great [skincare] routine, to achieve great results.”

- 1. Emergency face wash, 250ml, \$38
- 2. Emergency face mask, 100g, \$40
- 3. Smooth shave, 100ml, \$29 [mankind.com.au](http://mankind.com.au)