

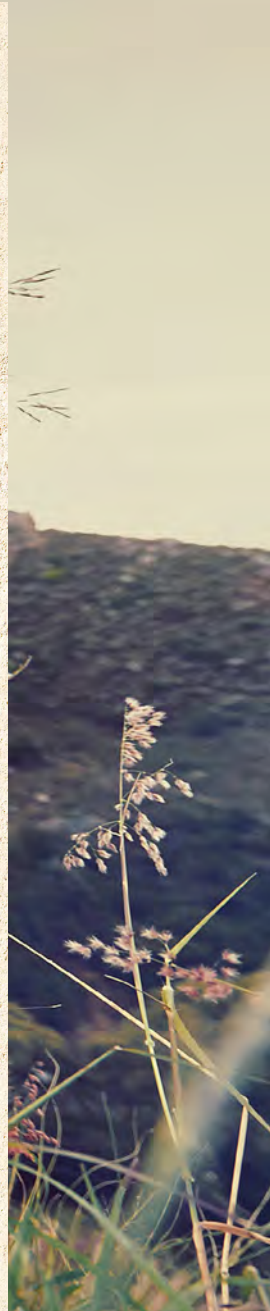
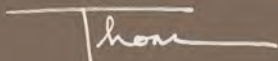


WEDGE AUSTRALIA

// Skincare for Men

"You will love how you look and how you feel.
Others will notice the difference.
I guarantee it."

Thom Wedge, Director



FOREWORD

Australia has the most beautiful sunny climate in the world and we love to live outside – working, training and playing hard.

It is also one of the harshest climates for a man's skin. More and more men want to take better care of their skin, and realise that they need to.

- *But where do you start?*
- *Can a skin care routine be simple and uncomplicated for every man?*
- *Can it be good for your skin and good for the planet?*
- *Can it be powerful and effective with results?*

We say yes, yes and yes.

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01 - THE WEDGE PHILOSOPHY





WHY WE PRODUCE:

Our motive: To improve men's lives.

Men's skin care isn't just about improving the health of a man's skin.

It's about building a man's confidence to face the world head on. A confident man is bold and courageous. He is adventurous and fearlessly takes risks.

Wedge Australia Skin Care for Men is made for a man by a man and brings men's health & fitness into skin care. Men are different than women, and our skin is different too.

Many men are athletic: in the gym, outdoors or in the ocean, often taking more than one shower a day and our skin takes a beating. We know your lifestyle, and your skin's need for balance, protection and moisture.

Our aim is to help you live life to the full whilst taking the best care of what you've got.

We give you confidence to go to war against the aging process. Wedge Australia Skin Care for Men will give your skin the endurance and support it needs to fight the ticking clock as you pursue your goals.

01 - THE WEDGE PHILOSOPHY

WHAT WE PRODUCE:

After eighteen months of research and development, the Wedge Australia team is excited to bring you a line of men's skin care products that deeply clean, restore, strengthen and protect a man's skin. Using old-school back to basics skin care principles married with innovative new ideas, Wedge Australia Skin Care for Men has been formulated using many high quality uniquely Australian ingredients sourced from sustainable local farms on land and sea. Containing only ingredients that are safe and healthy for your skin, including many natural and organic ingredients, and packaged in a 100% recyclable eco-friendly delivery system.

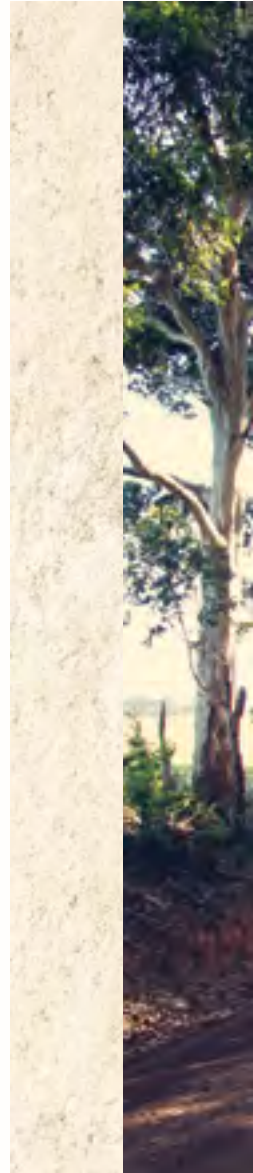
Wedge Australia Skin Care for Men enables you to look after your skin and the planet. We have diligently sourced the best ingredients possible to deliver high performance products at an affordable price that you'll love to use every day. You can be confident that our range of men's skin care will enrich and protect your skin wherever you are in the world.

HOW WE PRODUCE:

We are fortunate to have worked with some of Western Australia's top skin care formulators, pharmacists and chemists, bringing over 70 years of combined skill, wisdom and experience to our products. After eighteen months of formulating, testing, tweaking and retesting to perfection we are confident that Wedge Australia Skin Care for Men will help you in every environment. Wedge Australia Skin Care for Men is produced in a Therapeutic Goods Administration of Australia (T.G.A.) approved facility that holds a Good Manufacturing Practices (GMP) license.

Try us.

This is skin care you'll wish you'd started using years ago.





02 - WHY CHOOSE US?



STRATEGY: TO BRING YOU MORE

WEDGE AUSTRALIA SKIN CARE FOR MEN products are:

- MADE FOR A MAN BY A MAN
- pH BALANCED HIGH PERFORMANCE SKIN FITNESS
- AGE DEFENSIVE
- AUSTRALIAN CLIMATE DESIGNED
- AUSTRALIAN MADE
- UNIQUELY AUSTRALIAN INGREDIENTS
- SUSTAINABLE LOCALLY SOURCED INGREDIENTS
- ALL SAFE* INGREDIENTS
- MANY NATURAL AND ORGANIC INGREDIENTS
- PURIFIED AUSTRALIAN WATER
- PARABEN AND FORMALDEHYDE FREE PRESERVATIVES
- 100% RECYCLABLE PACKAGING
- ANIMAL FRIENDLY
- PRODUCED IN A T.G.A. & G.M.P. LICENSED FACILITY

We Guarantee our products will DELIVER RESULTS THAT YOU WILL SEE AND FEEL.

If you are not completely satisfied with our products, we will gladly refund your purchase.

**Safe: Ingredients that are non-toxic and non-carcinogenic for humans.*

WHAT YOU WON'T FIND HERE:

Ingredients you will NEVER find in Wedge Australia Skin Care for Men:

- NO PARABENS
- NO SULPHATES
- NO PETROCHEMICALS
- NO CHLORINE
- NO FORMALDEHYDE
- NO HARMFUL CHEMICALS
- NO HARMFUL DETERGENTS

There is NO ANIMAL TESTING of any of our ingredients or products.





LOVE AUSTRALIA?
LET AUSTRALIA LOVE YOUR SKIN!

03 - OUR PRODUCT RANGE

THE WEDGE AUSTRALIA PRODUCT RANGE:

A men's skin care regimen doesn't have to be confusing or complex, but rather simple.

Listed below is the full range of Wedge products along with details on how and why to use them. Follow this easy step infographic to help you get started.



01

CONDITIONING SHAMPOO

WHY USE IT

Without a thorough wash of the hair, oils from your hair and scalp clog pores with dirt.

HOW TO

Lather small amount, marinate and rise. Make sure you do it twice, as this helps.

RESULTS

A soft and refreshed clean head of hair with no oily residue.

DAILY FACEWASH

02

WHY USE IT

The skin on your face is more sensitive than the rest of your body so it needs a gentler wash.

HOW TO

Rub between your hands then massage it into your face before rinsing under warm water.

RESULTS

A gently washed face that feels soft & clean, not tight nor dry.



03

FACE SCRUB CREAM

WHY USE IT

Removes dead flakes and oily buildup. The cream restores moisture.

HOW TO

Lather small amount, massage into problem areas. Rise well. Use as needed, but no more than 2-3 times weekly.

RESULTS

A deeper cleanse that takes care of the rough edges.

03 - OUR PRODUCT RANGE

CLASSIC SHAVE CREAM

04

WHY USE IT

The ultra rich formula enhances razor glide for comfort and lubrication.

HOW TO

Less is more. Lather up with warm water. Shave as usual then rinse with water.

RESULTS

A fresh close shave that leaves you feeling noticeably soft.



05

SKIN FITNESS BOOSTER SERUM

WHY USE IT

Delivers a burst of nutritious compounds directly to your skin's deepest layers.

HOW TO

High powered: Apply small dab to entire face and neck immediately after showering/shaving.

RESULTS

You will see an instant 'ruddiness' or healthy glow to your freshly nourished face.

ANTI-AGING DAY & NIGHT MOISTURISER

06

WHY USE IT

Organic Tasmanian Brown Seaweed reduces the visible effects of aging through UV exposure.

HOW TO

Apply whenever you need. Easy.

RESULTS

You will feel a freshness and a smoothness to your hydrated skin. With consistent use, you will see more youthful skin in as few as 12 weeks*

**based on clinical trials*



07

SUN DEFENSE MOISTURISER SPF +15

WHY USE IT

If you like to be outside more than in, included is Zinc Oxide for protection from the sun's punishing rays.

HOW TO

Apply generously to your face and neck in the morning or before going out.

RESULTS

Confidence that you are protecting yourself and preventing damage from the sun.

04 - ABOUT THOM



THOM WEDGE

Thomas Jefferson Wedge, the director of Wedge Australia Skin Care For Men, is a highly motivated entrepreneur and man of faith who excels at motivating and encouraging people to dream big, implement change-strategies and see radical results in every area of their lives. An American-born Australian resident, Thom has a diverse background of experience including 15 years working in the Hollywood entertainment industry, 5 years serving a not-for-profit organization in Denmark and numerous international invitations as a public speaker. On marrying a local Perth girl, Thom fell in love with Australia.

Coming from many years in Northwest USA and Scandinavia, Thom soon realized that the stunning but harsh local climate made it tough to maintain healthy skin. Men that he spoke to at the gym and down at the beach were surprisingly concerned about taking better care of their skin, asking “what’s a good moisturiser for my skin?” and “I’m in the sun all day... can you see these small lines around my eyes?”. They wanted quality products that could stand up to the rigour of the Aussie environment.

Developing a high performance Australian made skin care range that was healthy, simple for men to use and so effective you would see and feel a difference seemed not only obvious but also imperative. Thom is excited to introduce you to Wedge Australia Skin Care for Men – powerful skin fitness you will love.

WEDGE AUSTRALIA FACEBOOK DEMOGRAPHIC

76% MALE



A horizontal bar chart with a dark blue background. The top bar is light blue and represents 76% Male. The bottom bar is dark blue and represents 24% Female.

24% FEMALE

AUSTRALIA'S NEWEST MEN'S SKIN CARE
RANGE HAS A PRE-LAUNCH RANGE OF:

7,835+ Total Facebook likes

1883 Instagram followers

548 Twitter followers

500+ confirmed Email subscribers

= 900 interactions by 525 unique
users and 159,525 impressions
per week.



BE A PART OF OUR STORY:

If you have any questions, please contact us at

clientcare@wedgeaustralia.com.au

If you are interested in becoming an agent, distributor or retailer, please contact us to discuss available opportunities at

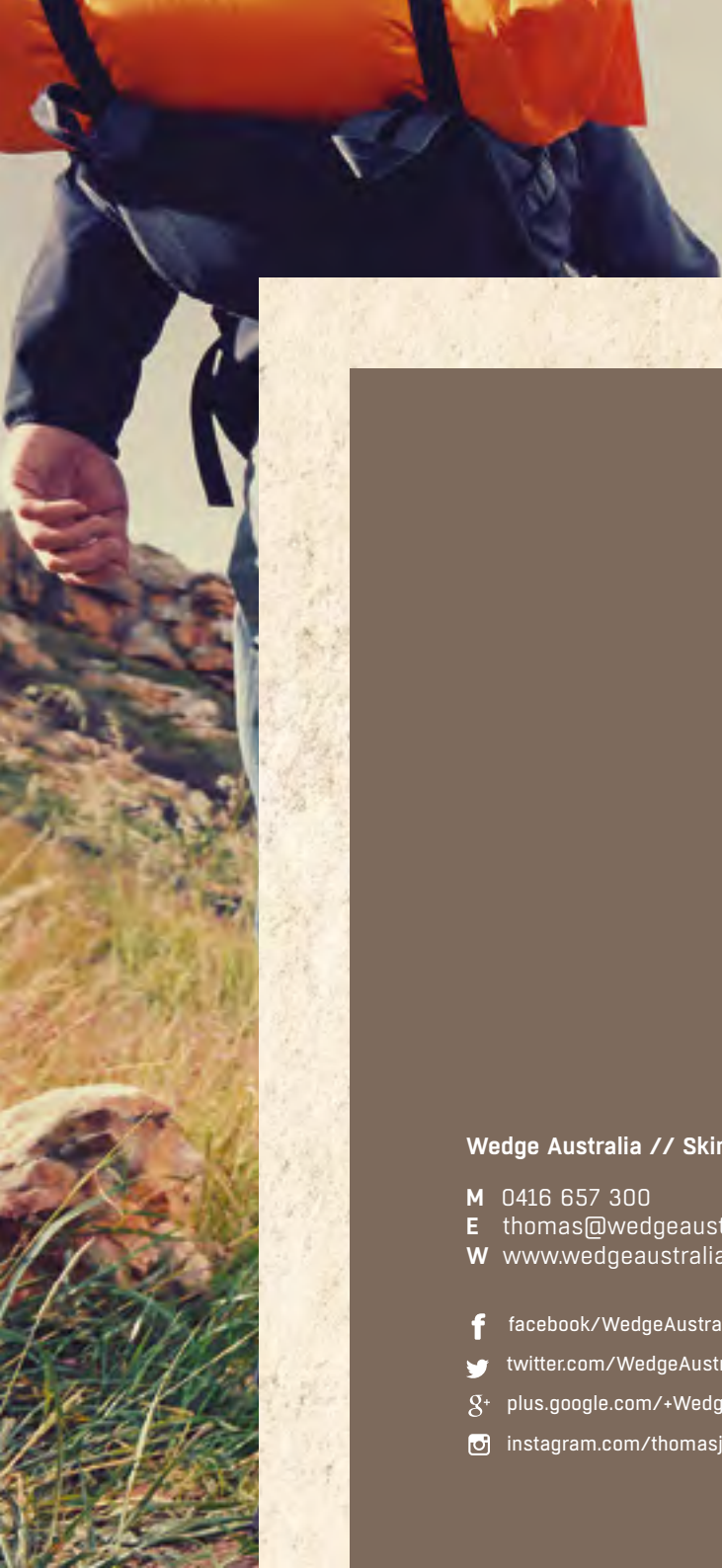
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THANK YOU FOR CHOOSING WEDGE AUSTRALIA!



Wedge Australia // Skin Care for Men

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