





#### Be the Boss

This is the spirit of El Patrón. Born out of the desire to bring out the best in a man's personal style. A salon exclusive men's grooming brand of innovative hair and skin care products designed to elevate masculine lifestyle. Within these products you'll find cutting-edge formulas that deliver superior results. In artisan fashion, our products are tested to meet rigorous standards set by award-winning stylists and barbers before they leave our doors. El Patrón men's grooming products are inspired by the creative spirit of the salon professional, and the man who owns his style.



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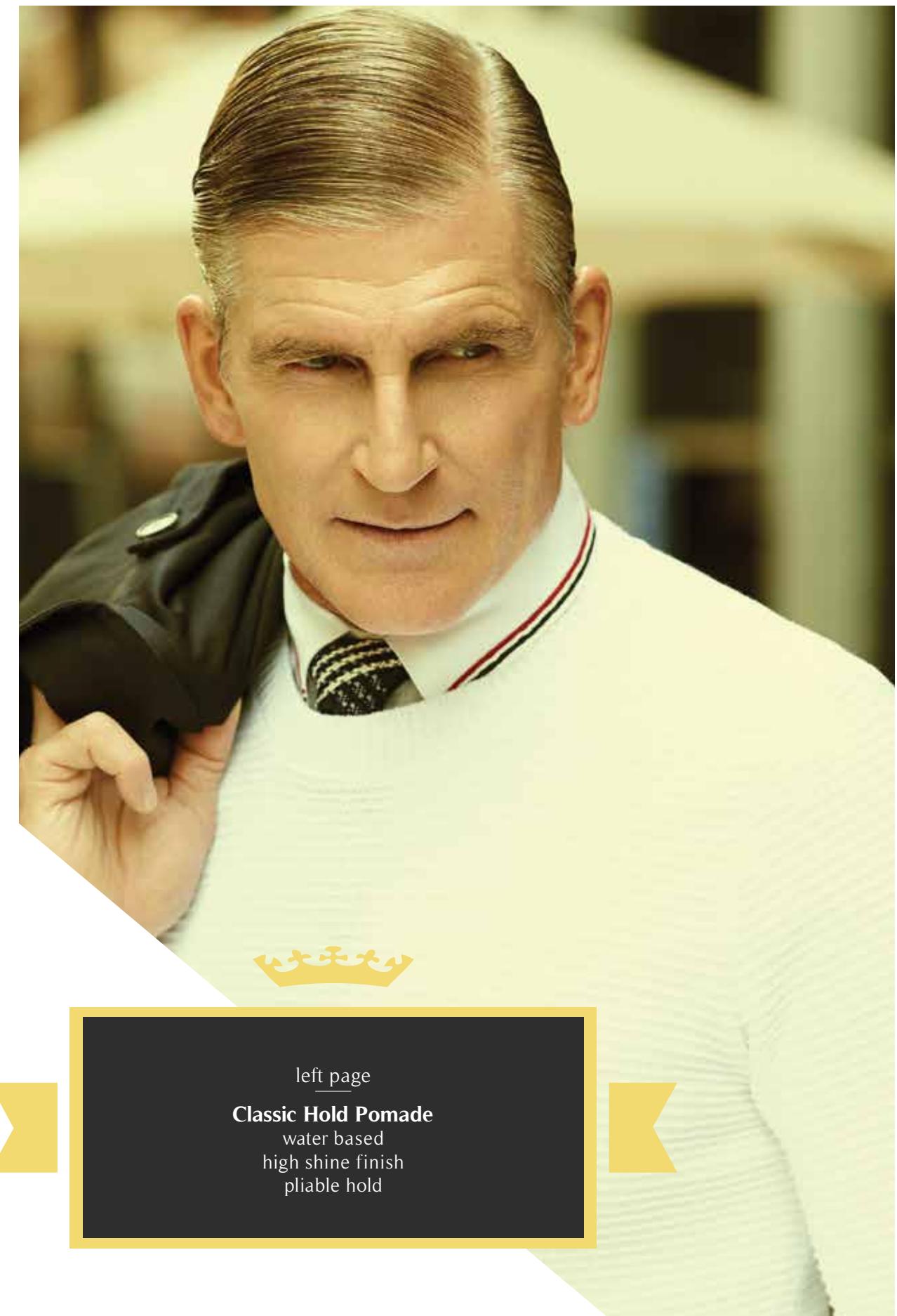


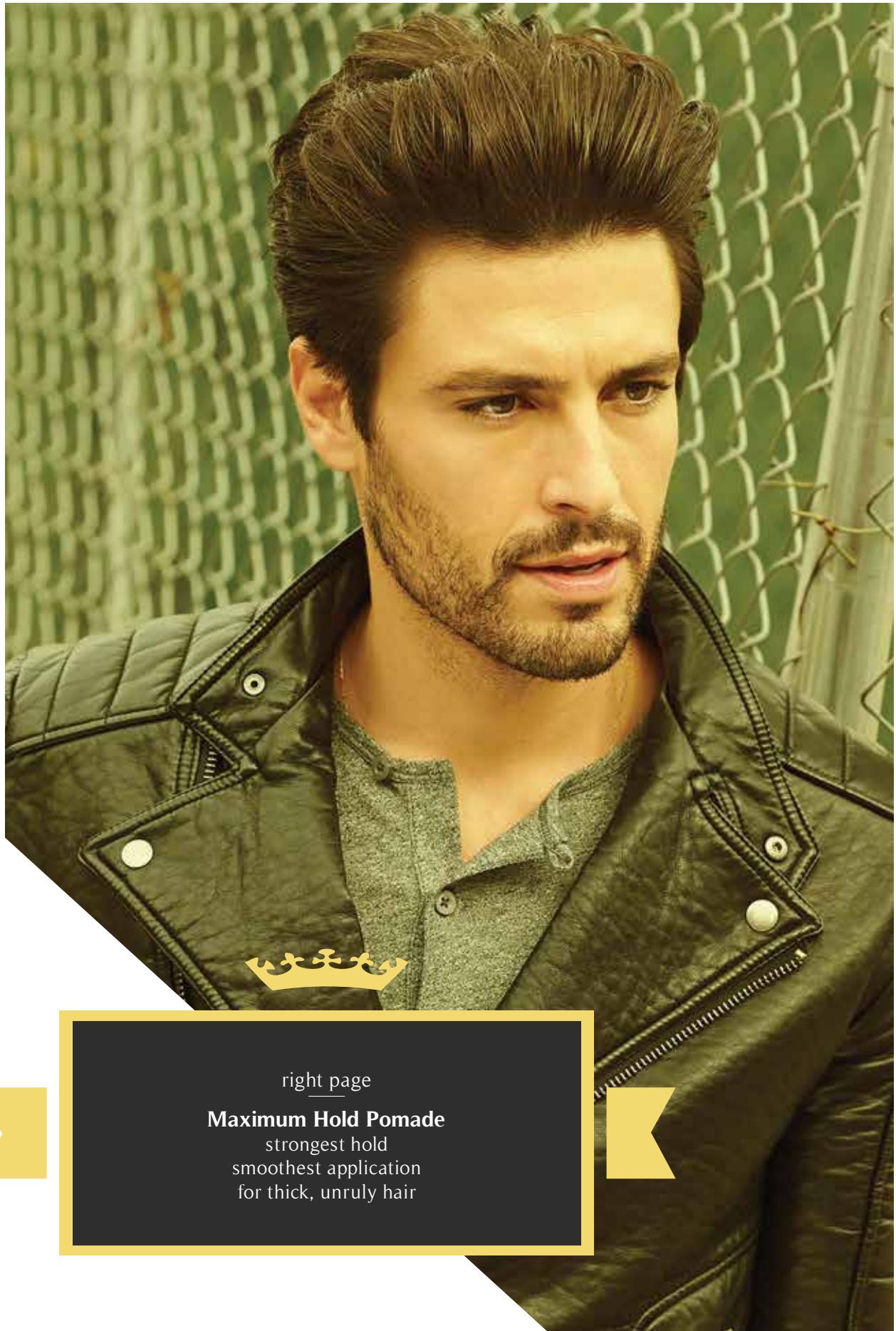
left

**The Original Spray Talc**  
made from the finest ground talc  
alleviates razor nicks  
removes excess moisture

right

**Shaving Cream**  
made with eucalyptus, peppermint  
oil, rosemary leaf, olive oil,  
natural beeswax and lanolin  
reduces razor bumps  
moisturizes for youthful looking skin

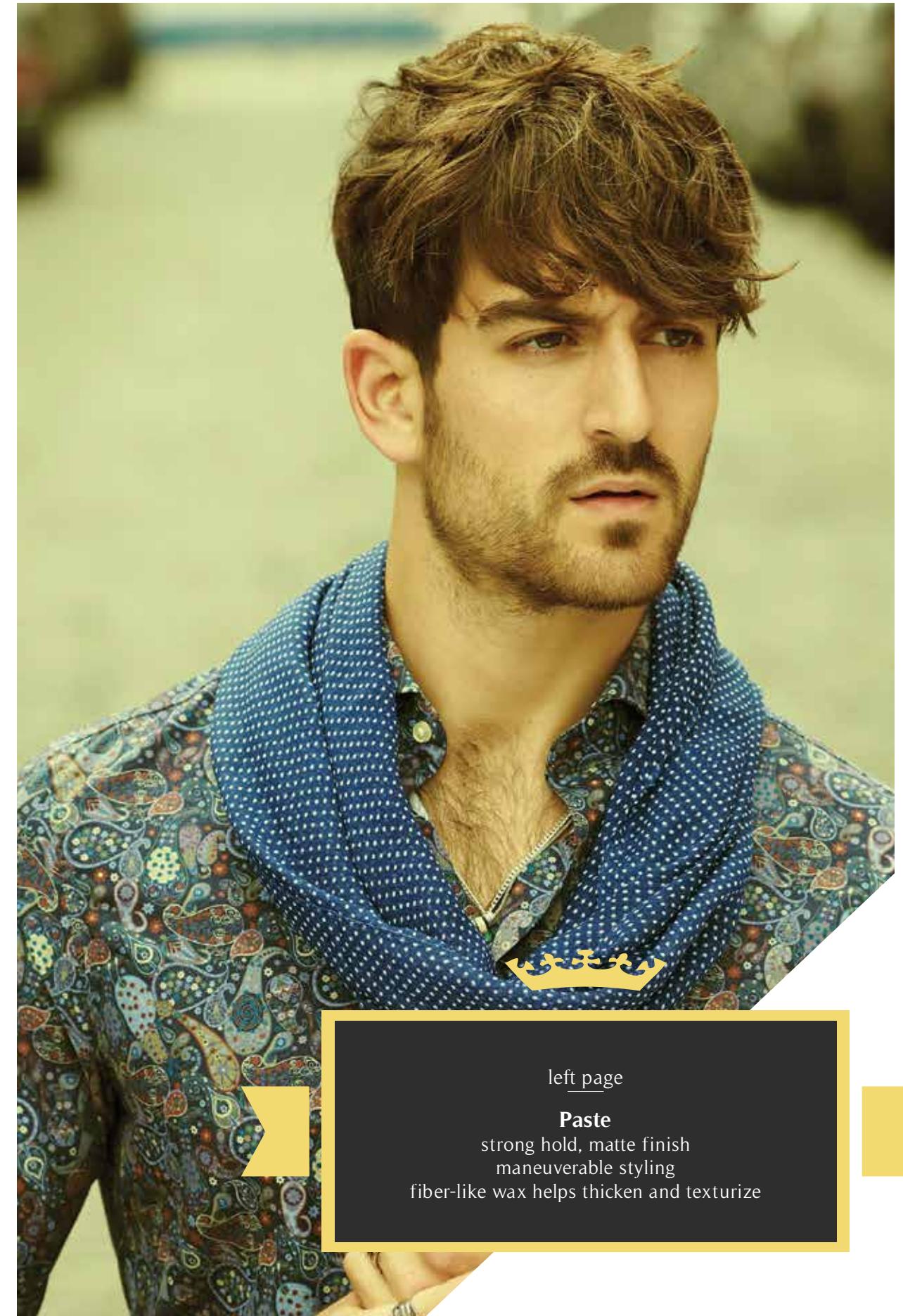




right page

**Maximum Hold Pomade**  
strongest hold  
smoohest application  
for thick, unruly hair





left page

**Paste**  
strong hold, matte finish  
maneuverable styling  
fiber-like wax helps thicken and texturize



left

**Classic Hold Styling Gel**  
high-performance, top quality  
low pH prevents drying  
alcohol free

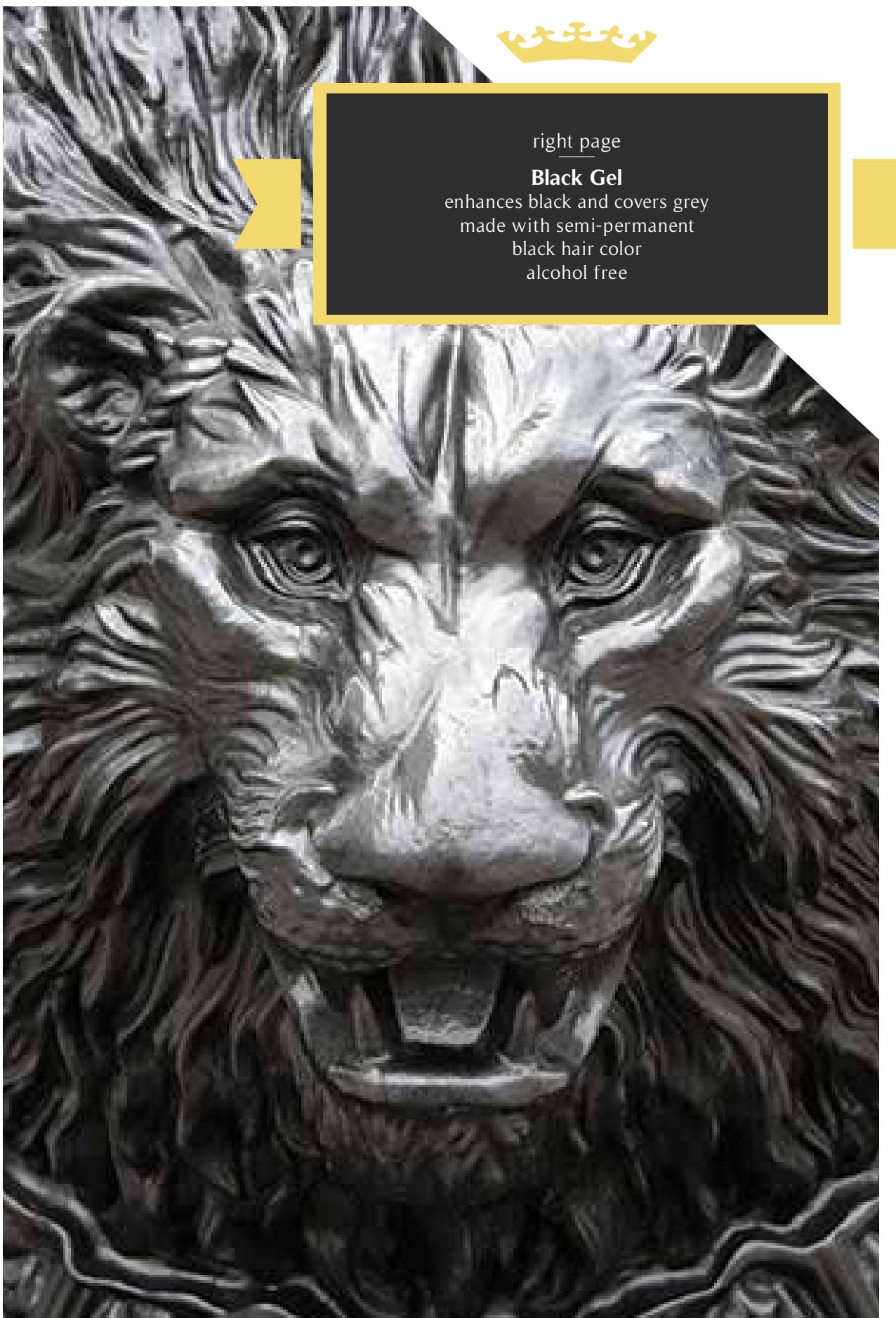
middle

**Maximum Hold Styling Gel**  
exceptional hold for thick, unruly hair  
natural extracts for healthy shine  
alcohol free

right

**Rubber**  
extreme hold  
for creative styles  
alcohol free







left

#### **Cool After Shave**

sensation of blue skies and energy of open waters with notes of warm spice

middle

#### **Clean After Shave**

classic barbershop fragrance  
masculine aromatic fougère with notes of bergamot, rosemary, lavender, cardamom geranium, vetiver, cedar and fir balm.

right

#### **Fresh After Shave**

green sage, watery herb tones, notes of lavender and violet with overtures of Siberian fir needles, oak moss and leather



left

**Aloe Vera and Eucalyptus Shampoo**

perfect for daily use

eucalyptus oil provides a spa like feel

nettle and Baltic sea minerals for strong healthy feel

middle

**Avocado and Coconut Shampoo**

deep cleansing

made with coconut milk, coconut oil and Australian avocado oil to

stimulate scalp and promote hair growth

rosemary leaf and willow bark extracts protect hair against environmental stress

right

**Hydrating Conditioner**

infuses moisture into hair with aloe vera and moroccan oil

revitalizes with Baltic sea minerals and algae, strengthens and protects with soy protein and

vitamins A, D and E





### Beard Oil

El Patrón Beard Oil is the king of beard oils, enhanced with Black Seed Oil which is the remedy for everything but death. Be the boss and enjoy this natural luxury.



**Talc**

Made from the finest ground talc that goes on clean. The non-aerosol spray pump applies the talc exactly where you want it, with "just the right amount" in each shot. Talc helps to hide nicks and blemishes, remove excess moisture and helps control dry, itchy skin. El Patron signature scented.

Available in 50 g pump bottle

**Shaving Cream**

Our moisturizing shaving cream is formulated for normal to coarse beard types. A conditioning formula with fruit antioxidants ensures that razor glides over skin without drying. Soothing eucalyptus, peppermint oil, rosemary leaf extract, olive oil, natural beeswax and lanolin provides maximum protection for dry or sensitive skin for a facial spa like treatment.

Available in 10.5 oz size

**Classic Hold Pomade**

Traditional hold with high shine. Extremely versatile water-based formula rinses clean and gives hair a slick, high shine finish with a lot of hold. Stays moldable all day so you can retouch periodically.

Available in 2 and 4 oz sizes

**Maximum Hold Pomade**

Maximum hold with high shine. No pomade holds stronger. Wonderful for thick and unruly hair. Water-based formula rinses clean and offers ultimate control. Provides a modern, flexible alternative to styling gels. Great for finger styling to add texture, or use as a strong architectural styler.

Available in 2 and 4 oz sizes

**Paste**

Strong hold with matte finish. Fiber-like wax helps thicken, texturize and increase fullness to hair. Provides pliable hold. Works best on damp or dry hair.

Available in 2 and 4 oz sizes

**Classic Hold Styling Gel**

Classic hold, high-performance gel, enriched with natural wheat protein and extracts to help hair look thicker and healthier. This alcohol-free gel is superior in hold and shine with a low pH to prevent drying of the scalp.

Available in 10.5 oz and 16.5 oz sizes

**Maximum Hold Styling Gel**

Helps shape hair to create various modern styles with maximum hold. It contains natural extracts for healthier hair and shine. This hair gel is alcohol-free and has a low pH to prevent dry or flaky scalp skin. Use on either wet and dry hair. Exceptional on thick, unruly hair.

Available in 10.5 oz and 16.5 oz sizes

**Rubber Extreme Hold**

An ultra-modern styler with extreme hold for creative styling. Alcohol and flake free.

Available in 10.5 oz and 16.5 oz sizes

**Black Gel**

Enhances black and covers grey, made with semi-permanent black hair color. Sweat and water proof, washes out within 3 shampoos.

Available in 10.5 oz and 16.5 oz sizes

**After Shave Clean**

Protective aftershave will calm and revitalize the skin. Formulation contains skin friendly ingredients to help repair shaving irritations. A classic masculine fragrance of aromatic fougère, with top notes of bergamot, rosemary, lavender, middle notes of cardamom e geranium, and a dry down of vetiver, cedar, and fir balsam.

Available in 6.5 oz spray bottle and 55 oz refill.

**After Shave Fresh**

Refreshing and toning formula combines a scent of leafy green sage, watery herb tones, notes of lavender and violet, with overtures of Siberian fir needles, oak moss and leather, to create the El Patron's signature blend fragrance.

Available in 6.5 oz spray bottle and 55 oz refill.

**After Shave Cool**

Cool tones that stimulates the skin with an invigorating tingle. Leaves skin smooth and comfortable. Instantly cools, tones, and refreshes the skin with the sensation of the big, blue sky and the energy of the open waters. Cool is a new definition of casual elegance. Cool, fresh, warm spice—a crystal blue sensation.

Available in 6.5 oz spray bottle and 55 oz refill.

**Aloe Vera and Eucalyptus Shampoo**

Gently cleanses and moisturizes hair. Eucalyptus oil provides a spa like treatment at the back bar, and the antimicrobial properties are naturally anti-inflammatory. Nettle and Baltic Sea Bladderwrack promote strong hair health. Perfect for daily use. Paraben and sulfate free.

Available in 12 and 64 oz bottles

**Avocado and Coconut Shampoo**

100% DEA, Sulfate and Paraben free, shampoo cleanses gently with a head of rich, luxurious foam. Infused with 100% Coconut Milk and Coconut Oil to nourish and revitalize your scalp. Australian Avocado oil regenerates the scalp and improves blood flow. Rosemary Leaf and Willow Bark extracts protect hair against environmental stress. Safe for daily use. Paraben and sulfate free.

Available in 12 and 64 oz bottles

**Hydrating Conditioner**

Infuses moisture into hair shaft, smooths the hair cuticle and eliminates frizz. with Aloe Vera and Moroccan Oil. Sea Minerals including Algae, Baltic Sea Bladderwrack and Seaweed revitalize the hair. Soy Proteins and Vitamins A, D and E work to strengthen and protect hair. Paraben and sulfate free.

Available in 12 and 64 oz bottles

**Beard Oil**

All natural blend makes beard soft and luxurious to touch while adding fullness and shine. Helps beard growth, prevents in-grown hairs and non-greasy. Enhanced with Black Seed Oil which is the remedy for everything but death.

Available in 1 oz bottles

[elpatronmensgrooming.com](http://elpatronmensgrooming.com)  
[@elpatronmensgrooming](https://www.instagram.com/elpatronmensgrooming)

MADE IN THE USA

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*Pages 6, 7, 10 models*

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Publication: *Modern Salon*, El Patrón Lifestyle Editorial

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