



el patrón
BE THE BOSS



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.



New York Tokyo Zurich Los Angeles London Boston Washington D.C.
Denver Chicago San Juan Taipei Paris Lagos Atlanta Dubai Miami Cairo
Auckland Houston Lisbon Amsterdam Brussels



left

The Original Spray Talc

made from the finest ground talc
alleviates razor nicks
removes excess moisture

right

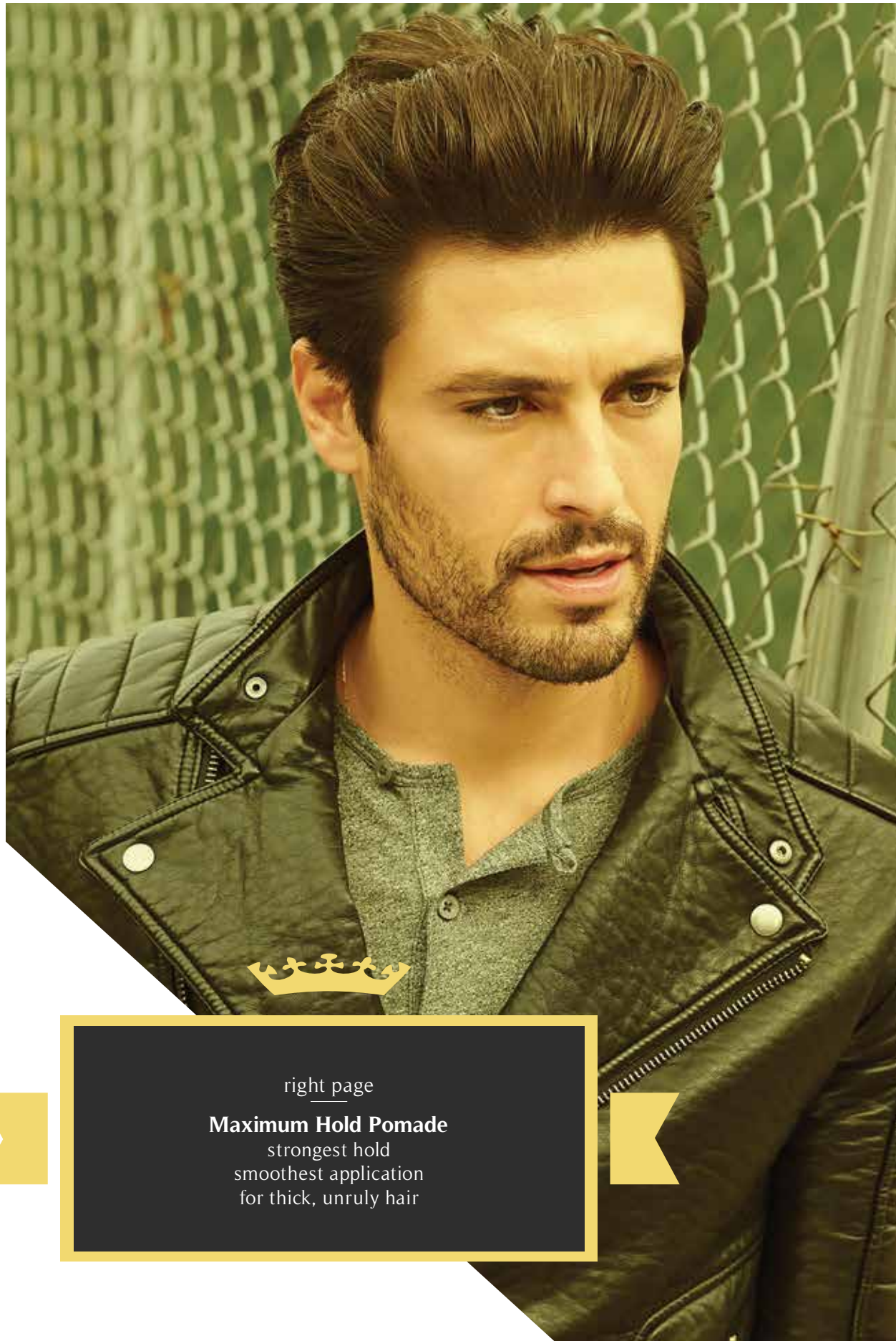
Shaving Cream

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



left page
Classic Hold Pomade
water based
high shine finish
pliable hold

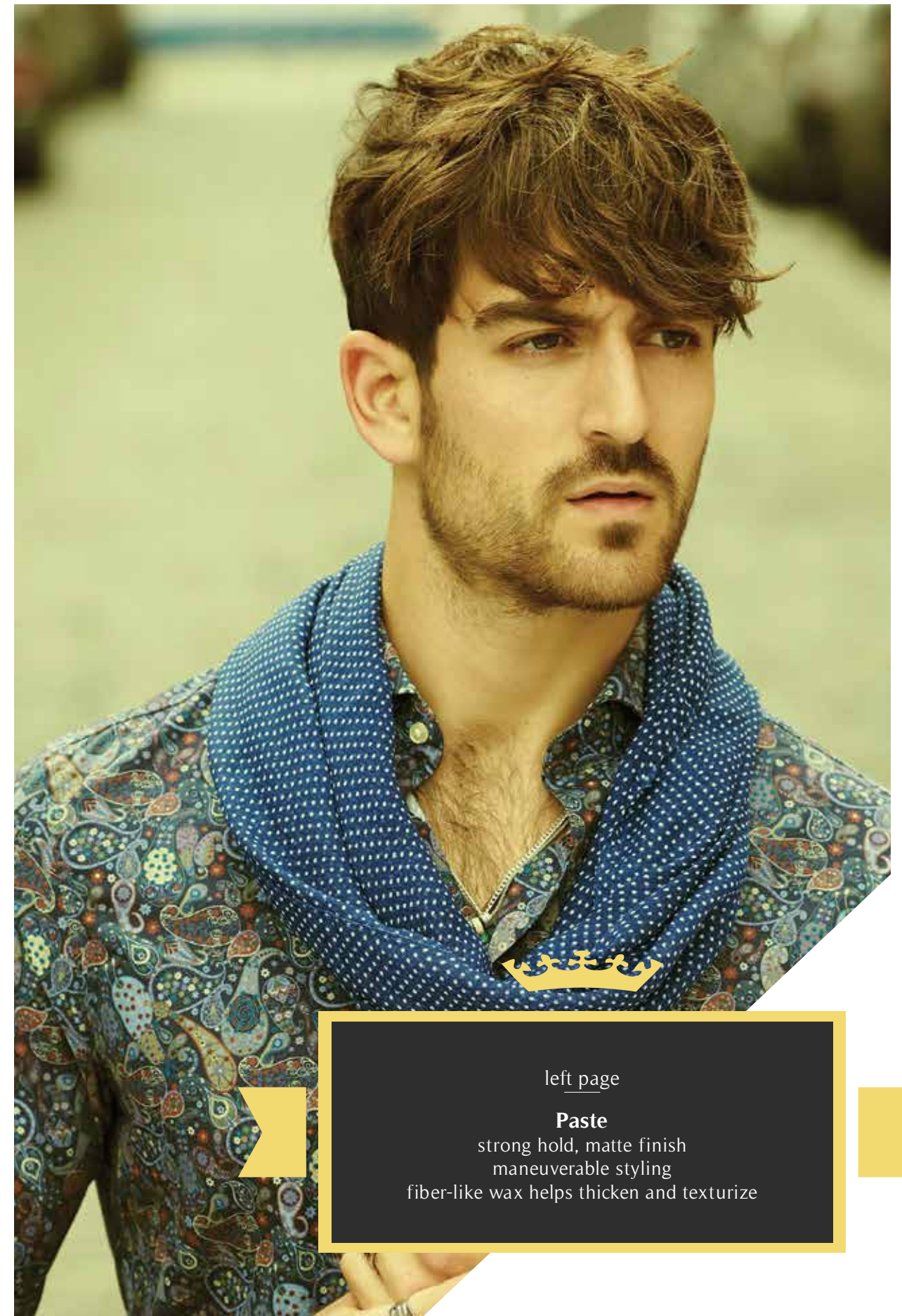




right page

Maximum Hold Pomade
strongest hold
smoothest 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

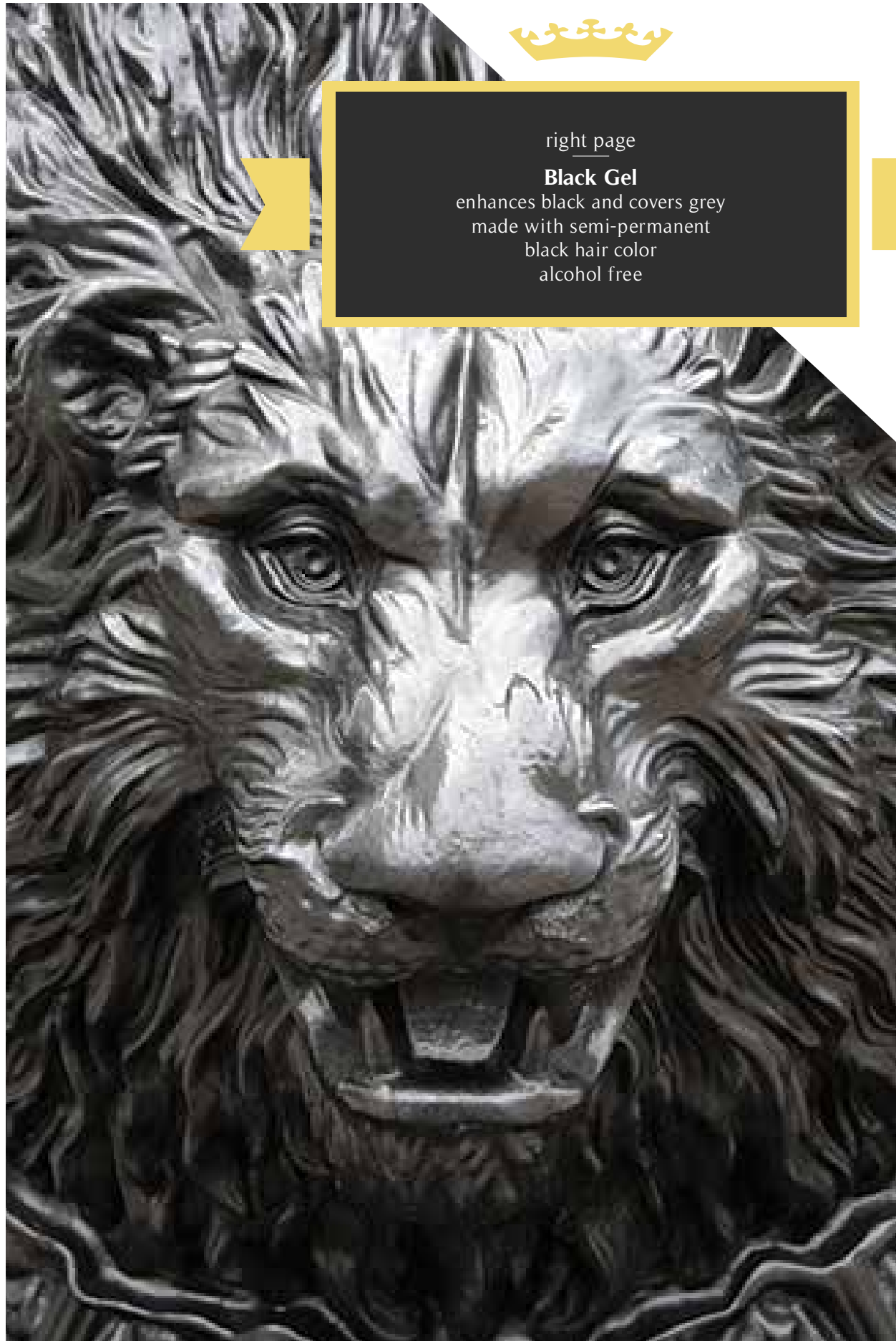
exceptional hold for thick, unruly hair
natural extracts for healthy shine
alcohol free

right

Rubber

extreme hold
for creative styles
alcohol free





right page

Black Gel

enhances black and covers grey
made with semi-permanent
black hair color
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 balsm.

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

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Pages 6, 7, 10 models

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Publication: *Modern Salon*, El Patrón Lifestyle Editorial

Page 20 model

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